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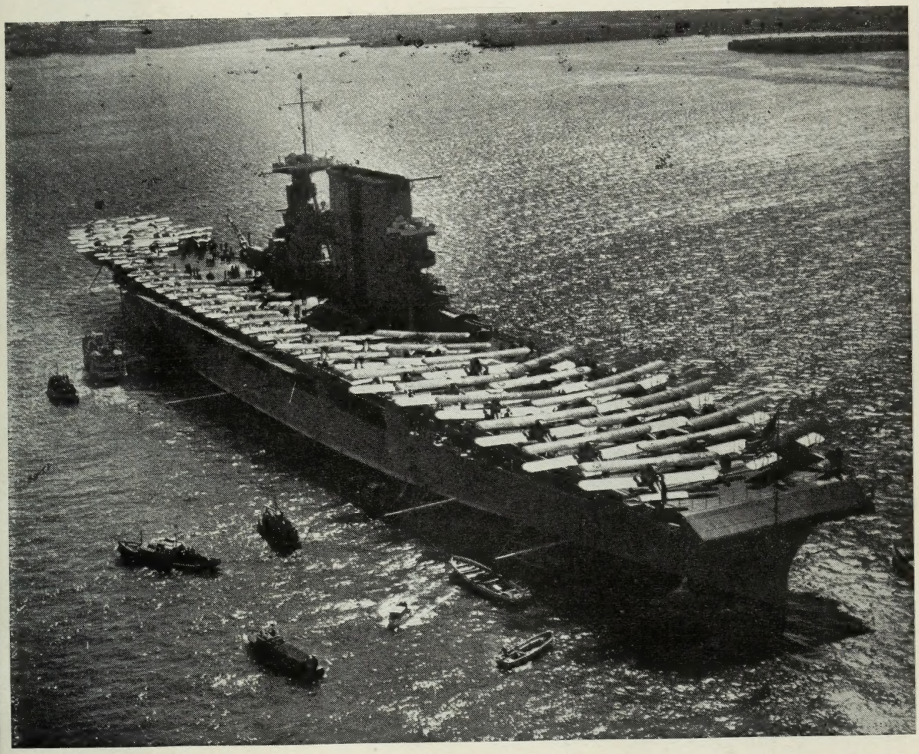
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THE FOCUS

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Published Monthly in the Interests of
Professional Photography

VOL. VIII JANUARY, 1932 No. 1



U. S. S. SARATOGA

(See page 15)

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Published by
HIRSCH & KAYE
239 Grant Avenue
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VELTURA

(For warm-tone projection prints)

VELTURA
SURFACES

C White Matt
DL Velvet Grain White Luster
DM Velvet Grain White Matt
EL Velvet Grain Buff Luster
EM Velvet Grain Buff Matt
ER Rough Buff Matt
ES Smooth Buff Matt
F Veltex (Single Weight)
I White Rough Matt (Medium Weight)
J White Platinum Luster
I Buff Platinum Luster
Buff Rough Luster
P Buff Super Rough Luster
Q White Super Rough Luster
Y White Silk

Rich, vital warmth . . .

Full gradation . . .

Fast — with a behavior under manipulation that approaches perfection.

VELTURA

is now furnished in 15 surfaces including the new

VELVET GRAIN LUSTER
and
VELVET GRAIN MAT
(in Buff and White)

For matching quality at its best . . .

ARTURA IRIS
for the contact

VELTURA
for the projection

DEFENDER PHOTO SUPPLY CO., INC.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 Grant Avenue, San Francisco

VOL. VIII JANUARY, 1932 No. 1

INTRODUCING—



STEPHEN PETROFF

The theme which predominates Tschaikowsky's 1812 Overture gives an excellent tone picture of a small Russian village, and it was in a little village like this, Elochnoe, Siberia, where Stephen Petroff was born. Although he is a young man, cameras were unknown in his village when he was a boy. He recalls a big event when a traveling photographer came to the village and made a picture for a local merchant. The magic process strongly appealed to him and he could not dismiss his fascination.

One day, a magazine advertisement offered a simple camera for equal to $5.00. This was more than he could pay, but his grandmother, whose favorite he was, made the purchase for him. His first plates were loaded in broad daylight as he knew nothing of dark rooms. A book on photography was the next acquisition and from then on pictures were produced. Soon he was the miracle man of the village and his pictures were in demand. This was in 1912.

A few years later he was called to the army and because of his knowledge of photography was made an army photographer during the World War. As he had meanwhile studied chemistry and electricity he was detached for special duty in Manchuria.

After the revolution of 1917, he left the army and attended the Polytechnic School in Harbin, conducting a studio when study would permit. In 1923 he came to America and in 1926 opened a studio in Stockton. In October of last year, he purchased the Afanesief studio on Sutter Street, San Francisco.

Mr. Petroff is not married. He is very fond of music and is a master of the balalayca, a Russian mandolin.

←❖→

MY SYMPHONY

To live content with small means, to seek elegance rather than luxury, and refinement rather than fashion, to be worthy, not respectable, and wealthy, not rich, to study hard, think quietly, talk gently, act frankly, to listen to stars and birds, to babes and sages, with open heart, to bear all cheerfully, do all bravely, await occasions, hurry never, in a word to let the spiritual, unbidden and unconscious, grow up through the common, this is to be my symphony.

—William Henry Channing.

←❖→

There is no moment like the present. The man who will not execute his resolutions when they are fresh upon him can have no hope from them afterwards: they will be dissipated, lost, and perish in the hurry and scurry of the world, or sunk in the slough of indolence.

—Maria Edgeworth.

←❖→

We learn from many years of experience in collecting that the greatest number of debtors are honest and entertain no deliberate intent to avoid payment of an obligation. The keeping of a promise is the real test of a real man.

OPPORTUNITIES!

That is what portrait and commercial photographers have, when they use HAMMER emulsions for their negative work.

Sensing the spirit of the times, constant and drastic adjustments have been made by the HAMMER Co., enabling them to put into photographers' hands negative materials of real merit.

Remember, there are "Special Brands for Special Work." Send for our little portfolio of prints—it's yours for the asking. Write today.

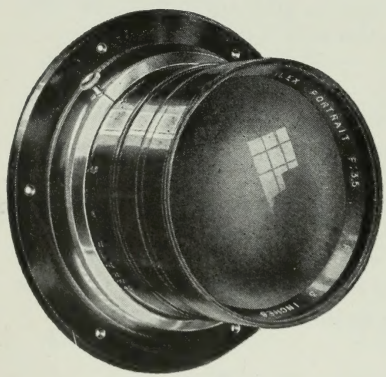


HAMMER DRY PLATE CO.

OHIO AVE. AND MIAMI STREET
ST. LOUIS, MO.

159 WEST 22ND STREET
NEW YORK CITY

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY ROCHESTER, NEW YORK

Synchronous Speed Gun

•

IGNITES FLASH BULBS
TRIPS SHUTTER

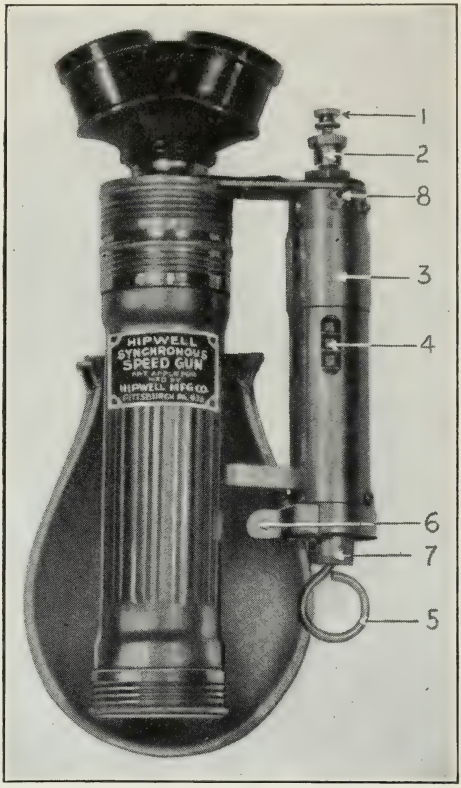
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Especially Designed for the Strenuous Usage of Press Photography

•

Desired by All Commercial Photographers

•



Weight, 18 oz. Height, 8½ inches. Finish, black and nickle.

Reflectors folded back showing compactness of gun.

Now furnished with fan shape reflectors instead of reflectors illustrated above.

Speed Gun Fires Two Lamps at Once or One at a time by Unscrewing One Lamp to Break Contact

The synchronizing mechanism is perfect and proven beyond a doubt and requires only a few minutes to adjust. After being carefully set on the 1/200th second shutter it will also operate perfectly on the 1/100th second, 1/50th second and 1/25th second shutter without any change in adjustment. This feature alone will prove to you that it is just the speed gun you have been waiting for, one that you can rely on under all conditions.

SYNCHRONOUS SPEED GUN

Price - $30.00

Order from HIRSCH & KAYE

your logical source of supply

New Low Prices on Grippit

GRIPPIT—a special liquid adhesive developed through ten years of meeting technical requirements . . . It holds the thinnest tissue flat and unwrinkled. No pucker . . . It is transparent, stainless, non-inflammable . . . Any excess Grippit squeezed out at the edges of your work rubs off in little balls that clean up like erasers. It is clean. It leaves immaculate layouts and dummies . . . Grippit holds like tiny rubber bands—hundreds to the square inch—as long as you want adhesion. Remove Grippitted work, if you wish, by peeling it off like adhesive tape.



TUBE
Each one boxed in blue and white to reflect Grippit's high quality.
Per tube . 25c



DOZ. TUBES
Packed compactly, with great display value in small space.
Per doz., $3.00



HALF-PINT
Squat, with wide mouth and easy opening cap for greatest convenience.
Each . 60c



QUART
A refill-can with a pouring spout.
Each . $1.75



GALLON
For most economy, with pouring spout.
Each . $4.00

HIRSCH & KAYE *have it*

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions, for which the ratio of Mazda wattage to mercury is one to two.

Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.
SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE

Where Do You Get Your Ideas?

A well-known merchandising counsellor, when asked this question, answered: "I borrow them from other lines of business. If I have a problem in the sales or merchandising of a drug product, I look for the answer in the hardware field—or in the merchandising history of pianos, perfumery or pins."

How many photographers are there who borrow their merchandising and sales ideas from other lines of business? Most men have a mistaken idea that only from those in the same line of business can he secure any constructive ideas. In this way his business soon gets into a rut—a rut made with walls of tradition, custom and fear.

The alert photographer, however, borrows ideas from those in other lines of business because he isn't afraid of shattering traditions. While it is true that photographic studios are different from drug stores and that drug stores are different from groceries, it is also true that every kind of business is run by human beings and human beings react to the same human impulses, desires and emotions.

Where do you get your ideas—from your own rut or from the ruts of other businesses? Watch the merchandising and sales activities of leaders in all lines of business and adapt the best of them to your own business if you would attain broader vision, new ideas, keener intuition and a bigger future.

Free Display Material

If you sell Flash Bulbs, you are entitled to some helpful window material. These cards feature the famous G. E. trademark and indicate to the public that you will furnish G. E. bulbs, which in turn you obtain from Hirsch & Kaye.

Remember our offer to prepay transportation to any point in the United States, Alaska and Hawaii, if you order in standard cartons of 60 bulbs. The usual discount applies.

Order today
from Hirsch & Kaye
and profits will start
right away.



OVER EXPOSURE?

Quite recently Dr. C. E. K. Mees, head of the Eastman laboratories, photographed a group of men assembled in total darkness. No light of any kind was visible, exposure being made by invisible infra red rays that escaped from an air-tight cabinet. Exposures of one second produced what appeared to be a quite normal negative.

That was an interesting event, but when it is possible to focus a flood of infra red rays on a person's head and read their innermost thoughts, then you'll have some really interesting pictures. Who knows?

NEW DISCOUNTS

ON

G. E. FLASH BULBS

List 25c, less 33⅓% in lots of 18 or more.

Prepaid to any address in United States, Alaska or Hawaii, in lots of 60.

UNCHANGEABLE

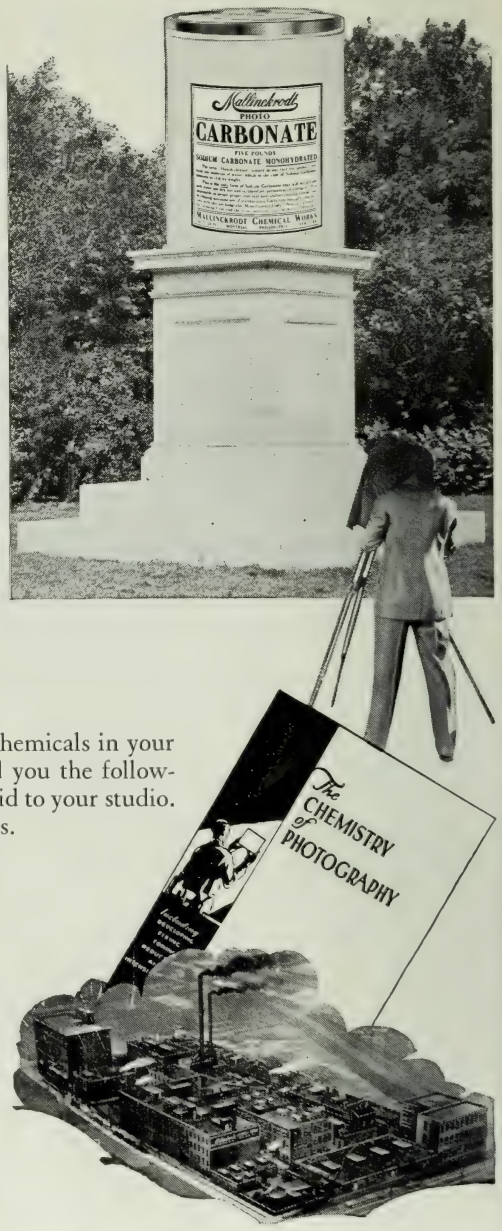
Sodium Carbonate that Gives Confidence

Are you sure your sodium carbonate is the same today as yesterday? If it is "anhydrous" it may be 98%, 85% or anywhere between, according to the moisture it has absorbed. If it is "crystal" carbonate it may be 85% or 37%, depending upon how badly it is dried out.

Monohydrated Carbonate

—leaves the factory with a perfect and permanent moisture balance. It never changes but retains its original strength —85% Na_2CO_3.

Monohydrated Photo Carbonate is one of a complete line of Mallinckrodt Photo Chemicals. Any one of the Mallinckrodt chemicals may be used with those you now use. But the line is so co-ordinated that when the different items are used together there is a perfect harmony of chemical action that secures uniform results, bringing out every detail the emulsions contain.



Should you care to try all Mallinckrodt Chemicals in your regular formula, we shall be glad to send you the following group assortment for $2.00, postage paid to your studio. Write direct to the home office at St. Louis.

- ¼ lb. Acid Pyro Crystals
- ¼ lb. Hydroquinone
- 1 oz. Pictol
- 1 lb. Alum Potassium Photo
- 1 oz. Potassium Bromide
- 1 lb. Sodium Carbonate Photo
- 1 lb. Sodium Sulphite Photo

Mallinckrodt

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ST. LOUIS, MO.

CHICAGO PHILADELPHIA NEW YORK
TORONTO MONTREAL

I Remember When–

San Francisco Bay is one of the really few natural harbors of any magnitude. The hills which almost completely enclose the bay are well known the world over.

Perhaps the best known sections of the harbor are the Golden Gate, and that part of the bay immediately in front of the northeast tip of San Francisco peninsula. The Golden Gate offers pictorial study that is seldom equalled anywhere and is world famous. The fleet of modern, fast ferry boats that transport millions of passengers each year, the endless parade of ships of all kinds, to and from all parts of the world before the door to the city, have always been a feature of San Francisco commercial supremacy.

Soon there will be a permanent change in appearance of the Golden Gate, and the heart of the bay. The biggest suspension bridge in the world will span the Golden Gate, to link the southern and northern portals. Soon a huge bridge will cross the bay from San Francisco's downtown district eastward to the Alameda County shore, thereby completing the physical union of the counties, San Francisco, Alameda and Marin, with all that this means to adjacent communities.

Gone will be the picture of the Golden Gate as the world has known it. The bridge may seem like a beautiful structure of spider-web construction, with its setting of rugged hills, but we doubt if the scene will be improved by anything man can create. And so, once more, natural beauty gives way to commerce.

With little time left before actual construction of both bridges will begin, we wonder if photographers individually have a good collection of views of the bay in its present appearance. We have an idea that after the bridges are up, pictures of this kind will be in demand.

Impatience

Next time there's a traffic jam, take note of the fact that the smallest and rustiest cars will be the first to honk their horns. The larger cars, carrying men of presumably more weight in the world of business, are comparatively calm and dignified. It's the little fellow who stirs up the rumpus.

In business the biggest men rarely show irritation. If something goes wrong in the day's program they are not surprised; they expect things to go wrong constantly. Their salaries are based on the premise that when everything is topsy-turvy and subordinates are flustered the big man at the top will keep calm and will reason a way out of the disorder.

Little men cuss and swear because they think it increases their standing to show impatience. The smaller the man, the larger the cuss words.

Bad temper and angry outbursts in an executive are really an expensive dissipation. They waste energy and sour the point of view. There is no accident in the fact that most executives have cultivated a calm and detached attitude toward their job. Keeping calm and unworried permits them to handle big work.



For home portraiture:

For general studio work:

For Graflex speed pictures:

The WOLLENSAK VELOSTIGMAT Series II f4.5

When you photograph a group you want a flat field. In the Velostigmat by Wollensak you get it.

The compactness is a big aid in home portraiture. So fine is this lens that copying and enlargements done through it are admirable, artistic. Slightly stopped down it proves excellent for commercial and view work.

Ten focal lengths 3½ to 19½ inches. Larger sizes have a diffusing device. Order a Velostigmat on trial.

Made and guaranteed by

Wollensak Optical Company, Rochester, N. Y.

Distributed by

HIRSCH & KAYE

There'll Be More Pictures Made This Winter Than Ever Before

Thanks to Verichrome Film

VERICHROME'S success in dull light has changed everything. Not only has it lengthened the picture-taking day . . . it has actually added three hours . . . but also it has stretched out the season to include every month in the year.

Every day new thousands of picture-makers are discovering that, with Verichrome Film snapshots are now easily possible—

in winter as well as in summer
in dull light as well as in bright
in rain as well as in sunshine
in early morning a swell as in late afternoon.

National advertising is driving home the news. One amateur telling another multiplied by thousands—is swelling the growing army of Verichrome enthusiasts. But your active support is necessary if you are to cash in to the fullest extent on the happy situation that Verichrome has brought about.

It's up to you to spread the news further. You know what Verichrome will do, but all picture-makers don't . . . yet. Tell them in your windows; at the counter . . . prime them with facts; with local sample prints; with enthusiasm.

Drive home to your customers that Verichrome is more than just another kind of film. Stress the fact that snapshots are now possible under light conditions that prevented good pictures in the past. Tell about Verichrome's unique ability in either sun or shade, how its speed catches fine details in the shadows, what splendid snaps it makes *even in snow or rain.*

The results will be immediately apparent in increased film and finishing sales; increased profits. Get your share.

Wisdom Demonstrated

The wisdom of small inventories was demonstrated during December by our sale of mountings. Photographers who permitted their supply to run down, made their replacement on short notice and were able to enjoy a quick turnover of their relatively small investment. They were also able to replace with latest styles.

Many photographers will continue to order their folders as they need them. With our facilities to fill promptly your orders there is no reason why you should make a heavy investment of styles that are likely to be obsolete before you sell the last of them.

Here's an interesting bit of news. Although we have kept our organization intact, it was necessary to engage temporary help in December to keep pace with the demands for prompt service. This, notwithstanding that the stock and shipping departments, aided by the receiving department, worked longer than the usual hours. No wonder our sales of mountings for December exceeded the sales of December, 1930!

Numerous shipments are en route to replenish our stock. Other shipments have arrived, to make Hirsch & Kaye your logical source of supply.







Our Salesmen Tell Us

"Phil" and **"Newt" Daniels** of the Art Craft Studio, Modesto, in their motorboat journeys up and down the San Joaquin and tributaries, reminds the writer of early day readings of Tom Sawyer and Huck Finn. The Daniels, with their shallow draught boat, have covered hundreds of miles of inaccessible and almost unexplored areas.

Their many experiences, both thrilling and amusing, would well justify a feature page in a national periodical.

♣ ♣

Herb Rummel, son of John Rummel, Lodi, was recently selected by the Winona School directors as the outstanding student of the School for the past year, judgment being based upon the examination given at the end of the term and upon general application.

Notice of the award came over the signature of Will H. Towles. With the honor goes a year's tuition at the next session of the School. Last year's enrollment numbered 62 students. Herb plans to go early and visit en route in South Dakota.

♣ ♣

Bill Valentine of Redding, is "cleaning up" in his modern laundry which he manages on the side in his spare time. Bill is a man of great versatility. What he can't do with a fishing rod and a gun (in season, of course) is nobody's business.

Ralph Powell, son of the well-known "L. M." of Hanford, is soon to produce his own marionette shows in that city.

We feel that his characterization of Ichabod Crane in "The Legend of Sleepy Hollow" is the finest thing we have seen of its kind in years, viewing it as we did from the third row back.

Ichabod, dressed by the deft hand of Mother Powell and manipulated by a myriad of invisible threads in the hands of Ralph, lived and breathed far more really than he ever did on the pages of our story books.

The action of his next production centers around the "goings-on" of Hollywood and concerns particularly the Swedish star, Miss Greta Garbo. The face of Greta is carved from solid wood and we mean that it IS Greta! We venture that it would knock Hollywood for a row.

♣ ♣



Word comes that **Abner Mills** of Mills & Mills, Sacramento, is slowly fighting his way back to health after a very serious and prolonged illness.

♣ ♣

Mr. and Mrs. E. E. Walker of Taft declared an armistice with work during the holiday season and sojourned in their native state, West Virginia.

Our Salesmen Tell Us–

During the holiday season a great many of our out of town customers were San Francisco visitors. We were happy to welcome them at our store. We call to mind at this moment **Robert Tipton,** "The Old Master," of Sacramento; **H. A. Staples and son,** of Chico; **J. Rummel and son,** of Lodi; **Mr. and Mrs. Henry Sackrider,** of Marysville; **A. Stepick,** of Watsonville; **Mr. and Mrs. J. B. Rhea,** of Monte Rio; **Burton Cradall,** of Palo Alto; **Mr. and Mrs. George A. Decker,** of Petaluma; and **Mr. and Mrs. Paul Hansen,** of Palo Alto.

♣ ♣

If you will pull your chairs up closer and take the pledge of secrecy, we'll let you in on something. Mind you, our name is not to be mentioned. On December 29th **Robert N. Green,** son of the well known "C. C." of Salinas, paid us a hurried visit. With him, clinging closely—radiant and smiling—came a delightful young lady, Miss Marian Nelson, of Selma.

Over Robert's shoulder, we glimpsed a railroad ticket with a Reno destination. You're right! We knew you'd catch the inference and echo our toast: "Long life —happiness and enough money to cover the bills."

♣ ♣

David Keeble, of Palo Alto, is much concerned in locating the party or parties who made their Christmas selections from his stock in the early hours of December 23rd. Entering his establishment through a skylight, they secured loot to the amount of almost a thousand dollars. Numerous still and motion picture cameras were found missing on the check-up.

The Holmboes of Roseville are justly proud of their son, **R. D. Holmboe,** who is a student at Stanford University. Just before the big game, a raiding party of U. of C. students attempted to destroy the big woodpile on Stanford Campus, used for the pre-game rally. Young Holmboe sensed the purpose of the raid, turned in the alarm and saved the day for Stanford. A good time was enjoyed by all, including five students who needed hospital care.

♣ ♣

Harley Frederick, of Frederick & Burkett, Sacramento, is the "big shot" in the weekly wrestling matches held by the Disabled Army Veterans in the Capitol City. The writer frequently finds Doc. Visser and other "beeg, strong fellers"visiting the studio on Tenth Street. Harley does not wrestle, but he manages the finances, and what a mean hand-lock he throws on the do-re-mi that rolls in from the cash customers.

♣ ♣

Peter Richter, Orland photographer, has enjoyed a good season and has done well with his crop of oranges.

♣ ♣

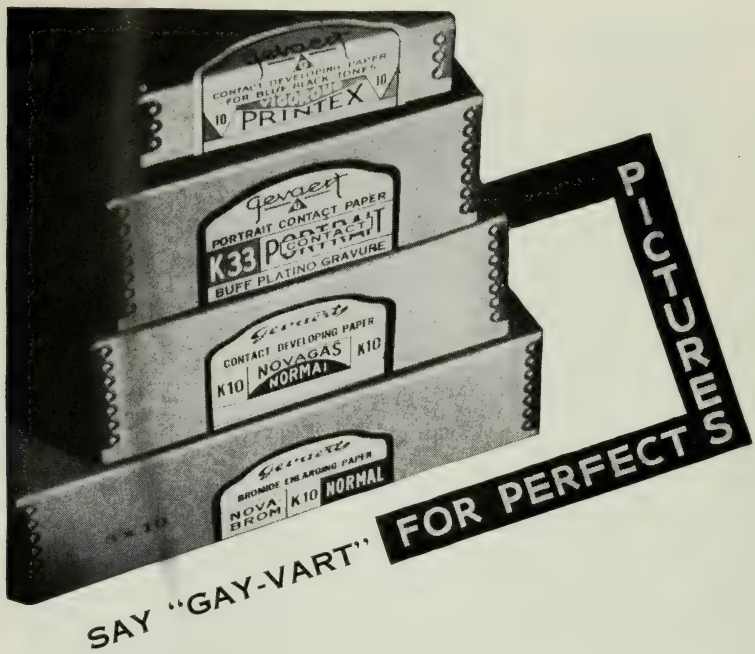
John Cook, of Woodland, has a residence studio of the latest type, the kind that will make his patrons feel "at home."

♣ ♣

Mr. and Mrs. Henry Sackrider, Marysville, featured etchings this season and were well repaid for their painstaking work. Their etchings are really a work of art.

←⁘→

The many friends of **J. K. Rose** will regret to hear of his death on January 4. Mr. Rose was demonstrator for the Hammer Dry Plate Company for more than 25 years and one of the best known men in his line. At the age of 82, he just closed his eyes and went to everlasting sleep.



RUNNING THE SCALE

Your final results are your prints. Are you giving your papers the consideration due them? If so, you should investigate Gevaert papers! You will find just the surface that you need, tonal values that please and the satisfaction that comes with increased business.

Gevaert papers run the scale from sparkling highlights to deep, rich shadows. In the chloride line you will find constant, desirable tones that will give distinction to your prints. Novabrom, of course, needs no introduction. It has made a place for itself wherever fine enlargements are made. There is also a contrast for every negative so you are assured of print satisfaction in every way.

Give Gevaert papers a trial and nothing more need be said.

THE GEVAERT CO. OF AMERICA, INC.

423-439 West 55th St., New York, N. Y.
413-421 N. State St., Chicago, Ill.
345-349 Adelaide St., W. Toronto, Canada.

Mr. and Mrs. Daniel Freeman, Monterey, spent several days in San Francisco, after the Christmas rush. We understand that Mr. Freeman is quite skilled at pitching horseshoes. Ringers are the rule, not the exception.

♣ ♣

A. J. Samuels, father of Ford Samuels, Oakland photographer, died of pneumonia on November 28. He had just celebrated his 79th birthday.

♣ ♣

The Deckers, Petaluma, sent us a newspaper clipping from one of their local papers. A bridal couple had been photographed at the Decker studio and friends pelted them with rice as they left. The following morning the sidewalk was alive with robins who were having the feast of their lives. News in birdland travels rapidly and it seems that all the birds in Sonoma County heard of the banquet.

The incident attracted much attention, as it took place on Main Street and resulted in desirable publicity for the studio.

♣ ♣

J. B. Monaco, a pioneer San Francisco photographer, celebrated his 75th birthday on December 13.

←❖→

J. D. Goodrich, of Yreka, dropped in from the north country during the first week of January to look the big town over. He was putting a fine, new car over the jumps, and it sure looked "the berries."

Mr. Goodrich is one of those fellows who makes business wherever he is and still finds time to whip a fish line into stream or fondle a Winchester in season. He can tell you real fish and game stories and what's more, prove 'em.

THIS IS APPRECIATED

As you know, this is our first Christmas in the Studio. Notwithstanding the slackness of the times, we have done exceedingly well, have no regrets in our new venture, and have finished our Christmas orders to the satisfaction of our customers.

Without your kindly assistance in so promptly responding to our requests, we no doubt would have been unable to meet the situations with the degree of success that has crowned our efforts this year.

We join in wholeheartedly thanking you for the favors shown us, and wish you a Happy and Prosperous New Year.

←❖→

THE FRONT PAGE

Bob Handsaker, chief photographer of the Sacramento *Bee,* chose a Gevaert Super Chromosa Anti Halo Plate to make the truly remarkable photograph, on the front page, of the U. S. S. *Saratoga,* airplane carrier of the Pacific Fleet, in San Francisco Bay. He shot the picture at 1/440 of a second at f.8.

Super Chromosa is the plate chosen every day by photographers everywhere for its dependability in making each picture the best under existing conditions. Hirsch & Kaye have them in stock. We suggest you try them.

←❖→

HAVE YOU THESE CATALOGS?

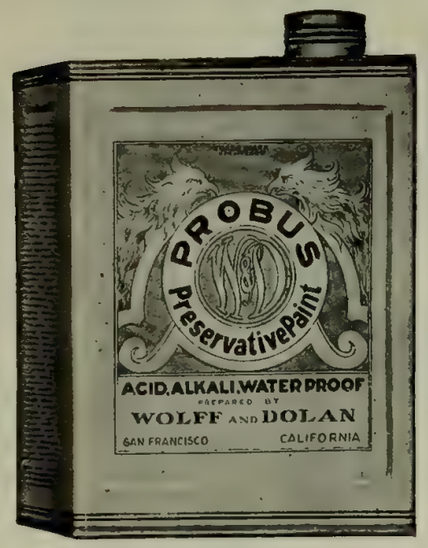
Merely as a check, we mention two catalogs that should be in your possession. They are Hirsch & Kaye General Catalog, 13th edition, (green cover) and Hirsch & Kaye Frame Catalog number 4. You cannot afford to be without either one. If you did not receive one or have lost your copies, write for another.

←❖→

Overhead is the business term sometimes used to explain the lack of a head over-*"seeing"* the business.

Probus Preservative Paint

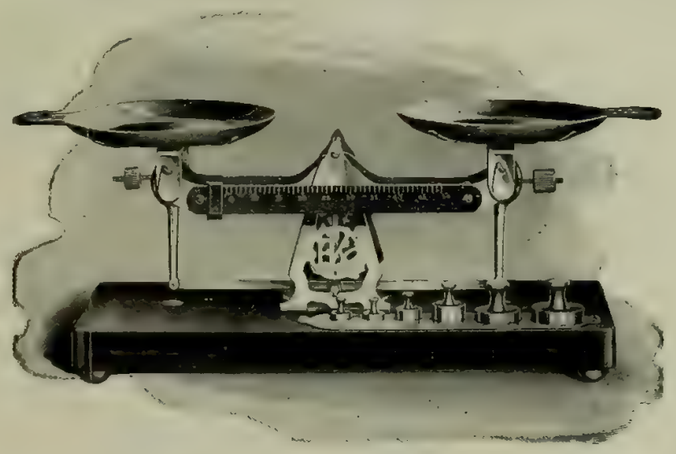
There is a special paint for every special purpose. Probus is the special paint for your workrooms.



Applied to wood, fibre or iron, it renders the material proof against water, acid, alkali and rust.

½-Pint Tin	$0.45
1-Pint Tin	.80
1-Quart Tin	1.25
½-Gal. Tin	2.05
1-Gal. Tin	3.75
5-Gal. Tin	16.75

Eastman Studio Scales



A two-pan scale of the accuracy required for handling photographic chemicals. Furnished with weights and markings either for the Avoirdupois or Metric System of weights.

A graduated beam with sliding weight provides for minor weights, from 1 to 50 grains avoirdupois scale and 1 to 50 decigrams metric scale.

Additional metal weights to be placed in the pan are as follows: Avoirdupois 2 of 50 grains, 1 each of ¼, ½ and 1 ounce and 1 to 2 ounces; Metric 2 of 5, and 1 each of 10, 15, 30 and 60 grams.

In ordering please specify whether the avoirdupois or the metric system scale is wanted.

Eastman Studio Scales—Avoirdupois or Metric	$4.50
Extra set of Weights—Avoirdupois or Metric	.70

WINTERTIME
is
Cleanup and Replacement
TIME

Sterling Photo Finishing Outfits

Sterling Outfits finished in acid-proof enamel consists of one Water Jacket, one Developing Tank and one Fixing Tank with center compartment for washing and rinsing. Jacket is fitted with nipples for intake and overflow pipes. Circulating water on all sides of tanks assures temperature regulation. Water Jacket, Covers and outside of all tanks finished in durable Blue Enamel.



10-Gallon Outfit

(Accommodates 20 or 24 Rolls per Tank)

PRICES

Blue Lined Tank, 5x12x42 inches, each	$12.00
White Lined Tank, 5x12x42 inches, each	15.00
Covers for Stock Tanks, each	1.75
Water Jackets, 19½x14½ inches, each	36.00
Cover for Water Jacket, each	3.00

17-Gallon Outfit

(Accommodates 30 to 45 Rolls per Tank)

PRICES

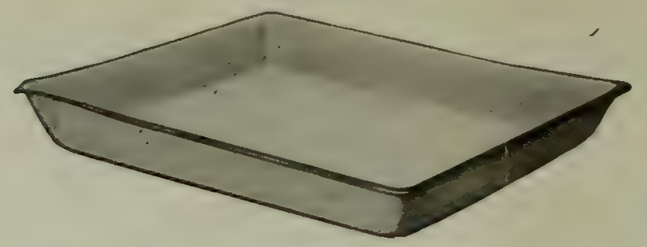
Blue Lined Tank, 8x12x42 inches, each	$16.50
White Lined Tank, 8x12x42 inches, each	18.00
Covers for Stock Tanks, each	2.10
Water Jackets, 28½x14½x43 inches, each	45.00
Cover for Water Jacket, each	4.50

Sterling Tanks are offered on monthly payment plan by

HIRSCH & KAYE

your logical source of supply

Steel Enameled Trays

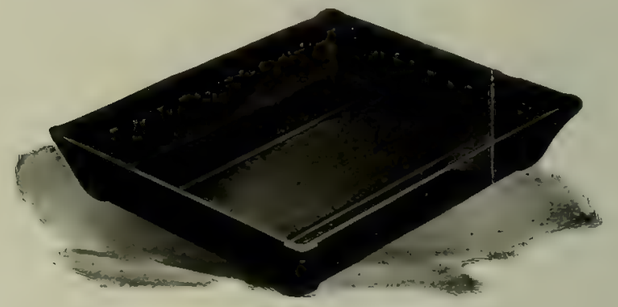


Made expressly for photographic use these trays are both acid and chemical proof. Under ordinary conditions of usage they will last indefinitely.

PRICES

4x 6	$0.65	11x14	$ 2.80
5x 7	.85	14x17	3.60
7x 9	1.10	16x20	5.00
8x10	1.15	20x24	12.00
10x12	1.50	23x28	10.75

Standard Hard Rubber Trays



A tray that will stand hard usage. Made of genuine first-quality hard rubber. Extra heavy, with reinforced corners and edges.

4 x5	$1.15	8x10	$2.75	18x22	$12.00
5 x7	1.50	10x12	3.75	19x23	14.00
5 x8	1.75	12x16	3.75		
6½x8½	2.25	15x19	9.50	21x26	18.00

Glass Trays

Made of tough colored glass. Good quality trays made for photographic purposes. Colors, amber, green and clear.

4 x 6	$0.45
5½x 8½	.60
7 x 9	.85
8½x10½	1.15

IT'S NEW

THE TRADE IS LOOKING FOR THIS—

The Standard Flash Bulb Reflector



The Size Is Right

The reflector measures 9 inches across, considerably larger than the average. This insures a better, softer distribution of light.

The Design Is Right

The reflector is satin-finished and follows the design of more expensive lighting equipment of modern nature. Handle is detachable; can be carried in the reflector. Two batteries are supplied in the handle.

The Price Is Right

The cost is far less than you expect. A practical, dependable reflector is now within the reach of all, consumers and dealers alike.

List—including batteries: **90 cents**

DISCOUNTS	
6 to 11	35 %
12 to 49	45 %
50 to 99	50 %
100 to 249	55 %
250 to 999	57½ %
1000 or more	60 %

SELL, RENT OR LOAN **STANDARD REFLECTORS!**

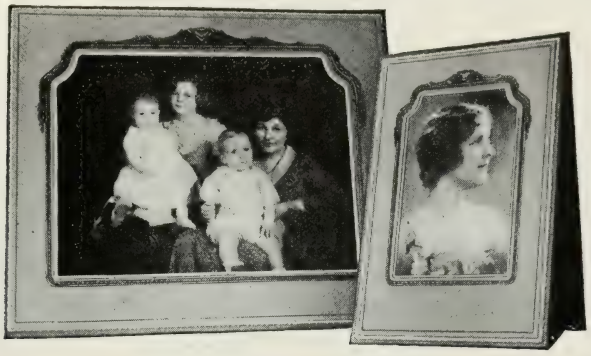
The more reflectors you can place among your customers, the greater will be your sale of flash bulbs, film, developing, printing service, enlargements and frames. Keep the cameras busy this winter. Encourage photographs of bridge parties and gatherings of all kinds.

Photographers tell us it pays to feature PHOTO FLASH BULBS and REFLECTORS, because these create additional and repeat business. STANDARD REFLECTORS are excellent gifts, appreciated by anyone who takes pictures. Order STANDARD REFLECTORS by the dozen.

Order today

from HIRSCH & KAYE

and include a carton of GE Flash Bulbs



FAIRFAX and FAIR OAK

Inslip Easels

(No. 35—100 in box; 46, 57—50 in box; 70, H-57, H-80—25 in box)

THE FAIRFAX, in four colors, gray, neutral, silver or gold inks. New, quiet two-tone Forestdale stock for matt and cover, and with a cut-out underlay. This is our choicest mount.

No.	For Photo	Size Opening	Outside Size	Per 100
35	3½ x 5	3 x 4½	5⅛ x 7½	$ 8.75
46	4 x 6	3⅝ x 5⅝	6⅛ x 9⅛	10.75
57	5 x 7	4½ x 6½	7 x 10⅛	13.50
70	8 x 10	7 x 9⅜	10¼ x 13⅜	20.50
H-57	7 x 5	6½ x 4½	9 x 8	14.50
H-80	10 x 8	9½ x 7½	12½ x 11	22.50

THE FAIR OAK, gray and neutral. New Dornette matt stock. Solid chopped edge underlay. A close second to the Fairfax and many prefer it.

No.	For Photo	Size Opening	Outside Size	Per 100
35	3½ x 5	3 x 4½	5⅛ x 7½	$ 8.50
46	4 x 6	3⅝ x 5⅝	6⅛ x 9⅛	10.50
57	5 x 7	4½ x 6½	7 x 10⅛	12.75
70	8 x 10	7 x 9⅜	10¼ x 13⅜	19.50
H-57	7 x 5	6½ x 4½	9 x 8	13.75
H-80	10 x 8	9½ x 7½	12½ x 11	21.50

Samples sent only upon receipt catalog price. Stamps accepted.

In stock at HIRSCH & KAYE

CHARCOAL BLACK

AN UNUSUAL PAPER *for* PROJECTION PRINTING

Designed for those who wish their prints to command attention and produce new business

Grade A Thin White — Grade B Medium Sketch White

Grade C Laid Surface, Medium Weight Cream

New Prices: 5x7 $0.65 per dozen — 8x10 $1.50—11x14 $2.95

Order from HIRSCH & KAYE

Professional Service

Complete Studio or Contents

FOR SALE

San Francisco Bay Region

Write to

Box 363 The Focus

PHOTOGRAPHER WANTED—trained and qualified to make saleable negatives of well-to-do-men, women, and children. He must be of good address, artistic, not temperamental, and able to get on with both customers and staff. He must be a capable worker who is interested in his advancement rather than his privileges. He must prove his qualifications.

BOYÉ STUDIO

126 Post Street San Francisco, Calif.

ESTELLE SCHORT

27 SANTA MARINA ST. SAN FRANCISCO

Expert Retouching

Prices Reasonable *Prompt Services*

E. K. MIDORI

Retoucher

Alteration Expert

1824-C SUTTER STREET

San Francisco

WEst 2611

QUANTITY PRODUCTION

Save Time, Worry and Money by having your Quantity Printing done by a firm that specializes in Quantity Production. All sizes up to 11x14. Minimum 100 from Negative. Quick Service. Work Guaranteed.

J. K. PIGGOTT CO.

86 Third Street San Francisco

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE

have them.

IMPERIAL EMBOSSER

For embossing lines on edges of portraits, enlargements or prints. Consists of a patterned board of hardwood and a fibre roller. You have your choice of several grooves of various sizes.

Price complete $2.00

G. E. PHOTO FLASH BULBS

In lots of 18—

$3.00 *Net*

Order from—

Hirsch & Kaye

Friends Wreck Photographer's Home

Everyone who has had a real good time at a party has felt a desire to just let loose, rough house with the furniture, doors, windows, or even the guests. The many friends of Karl Erhard Siegel are no exception.

For some time Mr. Siegel has used a large mansion for his studio. It was built by a San Francisco pioneer and has been known as the Morgan Mansion, located at 2211 Clay Street. On the death of the owner, the old home went to his heirs and was put to commercial use. For a while it was a boarding house for artists, but was not practical in design for this purpose. Then Mr. Siegel took it over as a studio.

But taxes and upkeep cost were too great and it was decided to tear it down. A professional crew of wreckers were called in, but not before invitations had been sent to all of San Francisco's Bohemian colony for a grand farewell party. And what a party!

The rosewood walls that had once echoed "The Rosary" and "The bird in a gilded cage," were enlivened by a "Million Dollar Baby From the Five and Ten-cent Store." The Polka and Lancers were replaced with galloping, hot steps. Meanwhile, not all the energy was put into dancing. When daybreak came, the appearance of the old home was considerably changed. Gone were the walls of selected, rare hardwood. Gone were the huge mirrors and chandeliers. The professional wreckers who came after the party gazed with envy on the work of the amateurs.

Mr. Siegel now has a studio at 1905 Van Ness Avenue and another historic landmark has gone the way of its associates.

42 Million Cameras

Keep Them in Use.

A conservative estimate places the number of cameras in this country at 42 million. This includes the popular box cameras of the Brownie type. In many localities these cameras are in use during the summer season only, because of weather conditions. In a few places, winter sports help to keep the cameras in use, but there has been a sort of tradition that retires the average camera from active use in October or November.

Now there is no need of this. The winter months are the time of family reunions, parties and gatherings, far more numerous than in the summer time. A picture of many of these gatherings will be a priceless record a few years later. Thanks to Photo Flash Bulbs these pictures can be made with as little effort and with greater assurance of success than the average outdoor scene.

Display flash bulbs. **Talk** flash bulbs. **Sell** flash bulbs, and you will enjoy the profits from the sale of bulbs, film, finishing service, and framed enlargements. And you will render a real service to your trade.

For After-the-Holiday Business

An Inexpensive Series of Easel Styles

4x6 Size and Smaller



THE COLFAX

(This is one of them)

In our Fall and Spring Catalog we list five styles selling from $7.00 to $8.50 per 100 in the 4x6 size—smaller sizes priced in proportion.

They are the styles to have on sales counters right now to show when price is the deciding factor.

Here is an interesting Sample Offer:

For 20 cents we will send, postpaid, samples of these five easels and will include, no charge, two brand new Spring numbers also in this price class. From these seven styles you can quickly select two or three just right for your medium priced portraits—especially those for children and students.

SAMPLE OFFER F-119

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) CHICAGO, ILLINOIS

Jerry's Corner



By Himself

On New Year's Eve I went with some fellows to a party. They had a sign up like this—

Our silver ware is not medicine. Don't take it after meals.

This year men will smoke there sigars shorter because they'll smok 'em longer.

I seen a new circular about a machine and the big line on top says Deliver prints flat. That's how most photographers are.

I see where the movie stars are going to get a cut in their pay. If this repression keeps up, some of the stars will want to play with Charlie Chaplin, so they get whats left of his custard pies.

This year its good etiquette to return the Christmas cards you got so the people can use them again next year.

Mr. Wolff was coming home from his last trip when the train stopped and went on a side track. So he asked the conductor why this happened and the conductor said they wanted to let a dividend pass.

They tell me during the last heavy rain they had more rain in Oakland. Why not change the name to Soakland?

We all make mistakes, that's why trains stop at Reno.

When a man can say—Nay—it's a sign he's got horse sense.

Don't worry if your job is small
And your rewards are few;
Remember that the mighty oak
Was once a nut like you.

Here's a sign what I saw in a new service station:

Cars washed $1.00
Austins dunked 25c

A man has invented an earthquake warning that goes off like an alarm clock. What we need now is an alarm clock what goes off like an earthquake.

Somebody wrote in to ask how long I been working for H & K. Heres the answer—ever since they threatened to fire me.

People who live in pent houses should look out they won't live in re-pent houses.

In 1932 New Year's day and Christmas will come on different days of the week. If you don't believe this drop me a line and Ill tell you why.

Your supper sensitive friend,
Jerry.



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

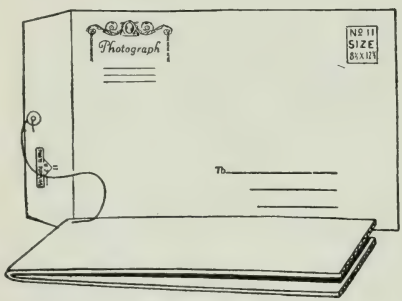
The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE



Made in the Following Popular Sizes

No. 2	5½ x	7⅝
No. 3	6¾ x	8¼
No. 4	7½ x	9½
*No. 5	8¾ x	10½
*No. 6	10¼ x	12⅜
*No. 7	12¼ x	14½
*No. 8	10½ x	15
No. 9	6¾ x	9¼
*No. 10	7½ x	11⅝
*No. 11	8½ x	12½
*No. 12	13 x	17½
No. 14	16 x	20¼

*Packed in cartons containing fifty

The New
INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x12½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

In Stock at HIRSCH & KAYE

HEADGROUNDS

SUCH AS YOU HAVE WANTED



Design 50



Design 71



Design 72



Design 70

5 x 6	$7.50
6 x 8	9.60

Larger sizes 25c per square foot

In stock at HIRSCH & KAYE

Send your order NOW for

The Photographic Annuals

PENROSE'S ANNUAL, 1932. The standard handbook of photo-engraving and printing. Contains numerous valuable articles on the latest developments in all branches of photo-engraving, typography and photography. Profusely illustrated with full color and monochrome reproductions by all types of photo-mechanical processes. **Price, $4.00.**

THE AMERICAN ANNUAL OF PHOTOGRAPHY, 46th volume, printed on the finest coated paper and containing more than one hundred reproductions of the best American and foreign photographs of the year together with numerous practical articles, formulary and other information. **Price, paper $1.50, cloth $2.25. Now ready.**

THE BRITISH JOURNAL PHOTOGRAPHIC ALMANAC. The big book of photography, with practical articles, numerous beautiful pictures in rotogravure and the well-known advertising section. **Price, paper $1.00, cloth $1.50.**

PHOTOGRAMS OF THE YEAR 1931. The international annual of pictorial photography, containing selected prints from the best workers of all countries, with valuable criticism of the pictures and other interest text. **Price, paper $2.50, cloth $3.50.**

THE PICTORIALIST, 1932. Published by the Camera Pictorialists of Los Angeles. Identical in price, number of pages and stock with the 1931 book, which was by far the finest pictorial annual ever produced in this country. Only one thousand copies will be printed, which is two hundred less than the actual sales last year. Consequently we will have to cut down orders in case of oversubscription. **Price, $3.50.**

THE YEAR'S PHOTOGRAPHY. The annual number of the Royal Photographic Society's Journal with description and illustration of its annual exhibition of technical and pictorial photographs from all over the world. **Price, paper $1.25.**

DAS DEUTSCHE LICHTBILD. A magnificent year book with nearly 200 beautifully reproduced photographs and a number of valuable technical articles in German with English and French translations. Last year's volume of this was undoubtedly the finest pictorial annual ever published. **Price, $4.00.**

KLIMSCH'S JAHRBUCH, 1932. This book contains valuable articles in German on the year's progress in photo-engraving and printing methods with beautiful monotone and full color reproductions by all the most beautiful processes known. **Price, cloth $5.00.**

THE JAPAN PHOTOGRAPHIC ANNUAL. Text partly in English, mainly in Japanese. Beautiful reproductions of Japanese work only. A much larger volume than last year's book. **Price, $3.00.**

THE FIFTH INTERNATIONAL PHOTOGRAPHIC SALON OF JAPAN, 1931. Over 200 beautiful full page reproductions of photographs from all over the world, exhibited in Japan in 1931. **Price, $4.00.**

DEUTSCHER CAMERA-ALMANACH. A literary and pictorial year book containing valuable articles in German and many beautiful pictures. **Price, $2.00.**

PHOTOFREUND-JAHRBUCH. Similar to the last, but a little larger in size of page. Text also in German. **Price, $2.50. Now ready.**

LUCI ED OMBRE. An annual of Italian artistic photography, showing only the work of the Italian School. Strong and masterly. **Price, boards $2.50.**

XXVIe SALON INTERNATIONAL DE PHOTOGRAPHIE 1931. The annual of the French Photographic Society, made up of pictures from the Paris Salon. Printed throughout in photogravure. **Price, $3.50.**

CESKOSLOVENSKA FOTOGRAFIE 1, 1931. This is the first volume of a new pictorial annual published in Czechoslovakia. Beautiful illustrations with work of a distinctive national school. **Price, $2.50.**

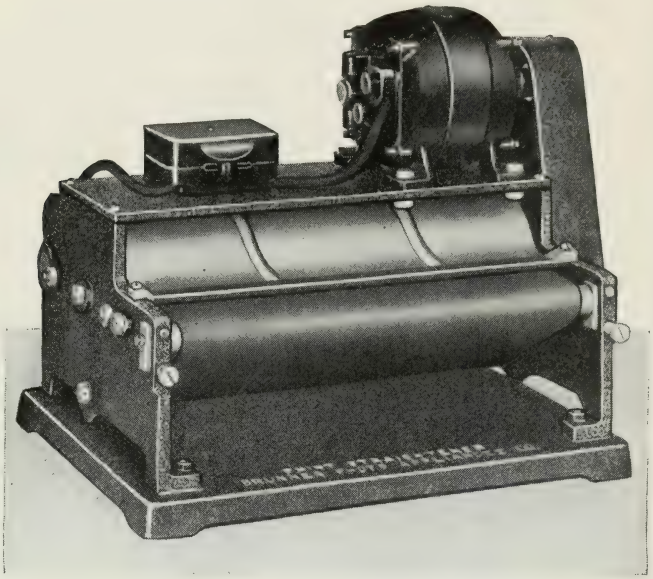
Order from

HIRSCH & KAYE

your logical source of supply

You Need a

Brunner Print Straightner



THE recent advent of chromium plate glossy print dryers, with their resultant quick drying of glossy prints, has made necessary the straightening or flattening of these prints after drying. Flat, smooth prints are more quickly handled in sorting and inspecting and are appreciated by your customers.

How It Operates

The Brunner Print Straightener is a radical departure from present methods of print straightening. Prints fed into the machine face down are carried through a series of straightening rollers and leave the machine either perfectly flat or with reverse curl as desired.

The series of straightening rollers in the Brunner Print Straightener gently carry the prints through the machine without cracking the emulsion and does away entirely with bothersome dampening or steaming.

Advantages

Adjustment of the machine for curl is not required since the series of straightening rollers automatically prepare the prints for the final straightening at the end of the machine. Thus prints of varying degrees of curl can be placed in the machine and will come out either flat or with a slight reverse curl if desired. This is an exclusive feature of the Brunner Straightener and means much to the photo finisher who uses inexperienced help in his finishing rooms.

The print carrying belt is made of substantial seamless pure gum rubber, nearly one-eighth inch in thickness. A simple and efficient adjusting device keeps it running true. Even if allowed to get out of adjustment the belt cannot wrinkle, or "pile up" like the canvas or webbed belts commonly used. Neither can the belt shrink or stretch and it is always at the correct tension for efficient operation. The flexibility of this rubber belt will allow prints to be fed in stacks of four to six at a time without damage. This rubber print carrying belt is another exclusive and highly important feature of the Brunner Straightener.

It's Speedy

The machine will handle amateur sized prints as fast as they can be fed into the machine. It will accommodate prints up to 10 inches in width and will also straighten cloth backed prints efficiently.

Well built.

The Brunner Print Straightener is motor driven and completely ball bearing.

Shipping weight 40 pounds.

Price—$90.00
(Terms if desired)

Order from

HIRSCH & KAYE
Your logical source of supply



INTRODUCING!

THE NEW PHOTO-SUN

ARC LAMP

These remarkably efficient, yet surprisingly low-priced arc lamps fill a need long felt by the amateur and professional operator. Photo-Sun lamps are distinctive in that they burn continuously for fifteen minutes without a carbon change. In operation they are extremely simple, and can be used on any 110-volt current.

Powerful in photographic radiations, they serve any photographic purpose for which strong light is required, mostly ideally.

List prices: Large model, 11 amperes, $5.00
Small model, 8 amperes, 3.95

For Cine and Still Work in the Studio or Home

Order from
HIRSCH & KAYE

COVERS
A WIDE AREA EVENLY

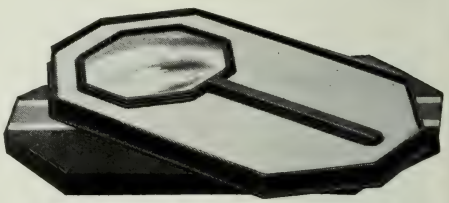


USEFUL MAGNIFIERS



THE Moderne Magnifier is just the thing for a man's pocket or a woman's purse. In its attractive Lumarith case, it's **smart.** Choice of Dark Blue, Water Green, Red or Black in gift box. Priced at $2.00.

This novel Magnifier was designed by Walter Teague, and is the ultimate of style in appearance, and optical perfection in performance.



THE Magni-Glass, also designed by Teague, is in the "something different" class.

This octagonal shaped Reading Glass has a handle eleven and one-half inches in length, made of colorful Lumarith, with lens five inches wide. It is an ideal gift. In assortment of four colors, Beige, Old Rose, Pale Green and Dark Blue, with gift box to match.

Priced at $5.00.

Bargains for the Photographer

8x10 Ansco **STUDIO OUTFIT** of latest design. Complete with 8x10 and 5x7 backs and one holder each size. A used outfit but in excellent condition.

Bargain Price **$110.00**

5x7 **PAKO JUNIOR PRINTER** illustrated on Page 71 H & K catalog.

Bargain Price **$40.00**

#2 Korona **HOME PORTRAIT STAND.** Excellent used stand for interior work. See Page 14 H & K catalog.

Bargain Price **$9.50**

STUDIO PRINTER with plate glass top, 12x12. This is a home-made printer but was made by cabinet maker and is well made and businesslike in appearance. Illumination furnished by eight globes, each one mounted on a socket that can be moved in any direction, including up and down. One of the most practical printers we have seen in many a day.

Bargain Price **$57.50**

VICTOR FLASH CABINET

The most popular lighting unit for use with flash powder. Tracing cloth front measures. Powder is ignited by electric spark on spark plug principle. Inexpensive to maintain.

Can readily be remodeled for exclusive use of Mazda lamps. Adjustable as to height and tilt.

Bargain Price **$30.00**
or $5.15 a month for 6 months.

5x7 REVERSIBLE ADAPTER BACK for 8x10 studio camera. See Page 12 H & K catalog.

Bargain Price **$20.50**

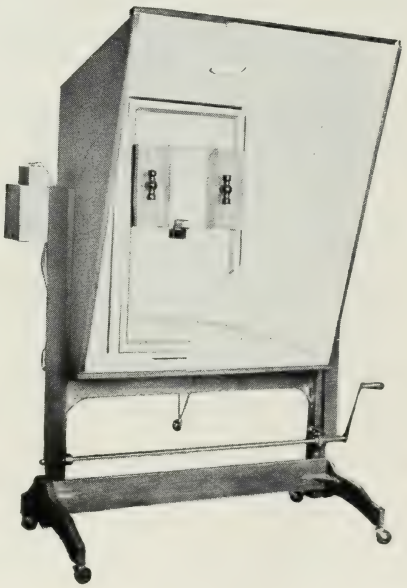
4x5 REVERSIBLE BACK for 5x7 Korona view camera. See Page 6 H & K catalog.

Bargain Price **$6.50**

6½x8½ PONY PREMO CAMERA without lens. A carrying case and four plate holders are supplied at bargain price of **$9.50**

Would you like to convert your Duplex Junior Twin Arc Lamp into a studio lamp? We offer a **SHEET METAL HOOD** especially made to fit your lamp so that in appearance it will somewhat resemble the popular Beattie lamps. Pictures of the hood are available on request.

Bargain Price **$3.50**



Bargains for the Photographer

#3 CENTURY STUDIO STAND. See Page 14 H & K catalog.
Bargain Price **$22.50**

6½x8½ R. O. C. VIEW CAMERA. This is a camera of relatively short bellows as it has but a single extension. Practical for general use. Carrying case and five plate holders are included in the bargain price of **$10.00**

8x10 CARLTON VIEW CAMERA with carrying case and three plate holders. Condition excellent.
Bargain Price.

8x10 EASTMAN VIEW CAMERA with carrying case and one new model film holder. This outfit is in excellent condition and is described on Page 5 H & K catalog.
Bargain Price **$47.50**

6½x8½ KORONA VIEW CAMERA in condition like new. Includes one film holder and carrying case at bargain price of **$43.50**

#4 CENTURY STUDIO CAMERA recently fitted with new bellows. A 5x7 sliding ground glass carriage is included.
Bargain Price **$22.50**

5x7 EASTMAN FILM HOLDERS, each **$1.75**

8x10 EASTMAN FILM HOLDERS, each **$2.00**

USED FILM PACK ADAPTERS

5 x7	Graflex	**$4.00**
5 x7	Premo	**2.50**
4 x5	Premo	**1.50**
3¼x4¼	Premo	**1.50**

BEATTIE MAXIMA Arc Lamp. The largest arc lamp made by Beattie offered in good condition at bargain price of **$135.00**

TITLEIT OUTFIT, numbers only. A convenient way to attach small, neat numbers to your negatives for identification. You can well invest in a set at only **$0.35**

9" MOUNTED CONDENSORS. Will amply cover 5x7 negatives.
Bargain Price **$20.00**

←⁂→

Are you in need of a settee for your reception room? We offer a bargain. Write for details.

←⁂→

5x7 **EASTMAN PLATE TANK** with plate cage.
Bargain Price **$1.50**

4x5 **EASTMAN PLATE TANK** with cage.
Bargain Price **$1.25**

No. 1 WRATTEN SAFELIGHT LAMP with Mazda bulb and Series O A Safelight. Ready for use.
Bargain Price **$7.95**

Wold **FOOT PUMP, TANK and GAUGE** for air brush use.
Bargain Price **$12.50**

←⁂→

PHOTOMAILERS
Notice These Low Prices

234—5½x11¼, per 100		**$1.00**
240—6½x15¼	"	**1.00**
246—7½x15¼	"	**1.00**
160—12x18	"	**3.50**
162—13¼x17½	"	**4.00**

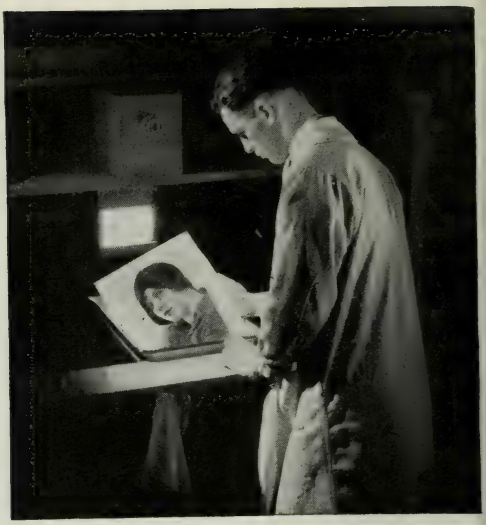
The Film that made OPPORTUNITY



IT DIDN'T seem possible that in so short a time such a great number of portrait photographers would be using Eastman Super-sensitive Panchromatic Film, but hundreds of them are. They saw an opportunity and promptly grasped it.

As a result these photographers are meeting with wonderful success, are improving their work and giving greater satisfaction to their customers. The reasons are obvious. Eastman Super-sensitive Panchromatic Film has every portrait quality, plus almost unbelievable speed, and color sensitivity which eliminates the greater part of retouching. Short exposures, better expression, smoother proofs, and larger orders are the results. Use this wonderful new film and talk about it.

EASTMAN KODAK COMPANY Rochester, N. Y.



THE PUBLIC APPRECIATES QUALITY

A GOOD workman is not the only one who appreciates the quality that is found in Vitava Opal. New customers, as well as those who are prospects for re-orders, will be interested in prints a bit larger than contact sizes, but lacking nothing of contact quality.

It is not an exaggeration to say that you will find the general effect of the enlargement on Vitava Opal often superior to that of the contact print. And there are ten beautiful Opal grades from which to choose—a variety of surface textures easily sufficient to please the most discriminating taste.

Show Opal samples in a range of sizes from the same negative and your customers will express their appreciation in orders.

EASTMAN KODAK COMPANY Rochester, N. Y.

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. VIII FEBRUARY, 1932 No. 2



March Winds Will Blow!

CALIFORNIA ACADEMY OF SCIENCES LIBRARY
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CALIFORNIA ACADEMY OF SCIENCES - LIBRARY

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

"TO MY MIND

. . . it is the most wonderful step forward in photographic rendering it has been my pleasure to experience . . . I have turned out some of the finest negatives I have ever made."

. . . *Thus writes* a portrait photographer at the end of a week's experience with DEFENDER *X-F Panchromatic Film.*

An enthusiastic message, but typical in its enthusiasm. With modern lighting there is marvelous speed in this *X-F Panchromatic;* a scale and brilliancy that is portrait quality at its best. And something beyond that—the fidelity to natural values that an all-color sensitive film alone can give.

One other thing to consider—DEFENDER *X-F* (EXTRA-FAST) *Panchromatic Film* is so nearly perfect a medium for photographic portraiture that it proves in the end to be the most economical to use.

Made for DEFENDER *by*
DUPONT FILM MFG. CO., *New York City*

●

Defender Photo Supply Co., Inc.
ROCHESTER, NEW YORK

"THE 'PAN' NEGATIVE IS BETTER"

THE FOCUS

Published Monthly in the Interest of Professional Photography by Hirsch & Kaye

239 Grant Avenue, San Francisco

Vol. VIII FEBRUARY, 1932 No. 2



INTRODUCING—

Ora L. Markham

According to environment and heritage, Oro L. Markham should have been a farmer. He was born on a farm in Merced County, Illinois, only three miles from where his father was born. One year the grasshoppers ate the crop and the next year a hailstorm destroyed it and after several experiences like these his father decided to move. Young Markham attended several Illinois schools and when he was 12 years old his mother died.

When he was 15 he and his father had raised a crop of 4000 bushels of corn which had cost 17 cents a bushel to raise. The market price was 15 cents and the boy had enough of farming. He borrowed $6.00, mounted his bicycle and rode to Rock Island to seek his opportunity. He saw an "ad" for a boy with a bicycle to learn photographic arts, salary $6.00 a week, hours 7 A.M. to 11 P.M. (In his spare time, he was free to do as he pleased.) He soon realized his employer had no intention of teaching him photography, so he found a way to go on the road with one of the camera crews.

Meanwhile, his brother had a job in a logging camp as engineer and wanted Ora to come west and join him. The youthful photographer was learning fast and figured he could make more money with his camera, and prevailed on his brother to purchase two cameras, one apiece, even though his brother was skeptical of the possibilities.

A four day session which netted $300.00 was not convincing to his brother, so another session at a nearby camp was arranged with excellent results. The two brothers then came to Seattle and then Portland. By this time, a third brother, Ben, had become a Hirsche & Kaye employee.

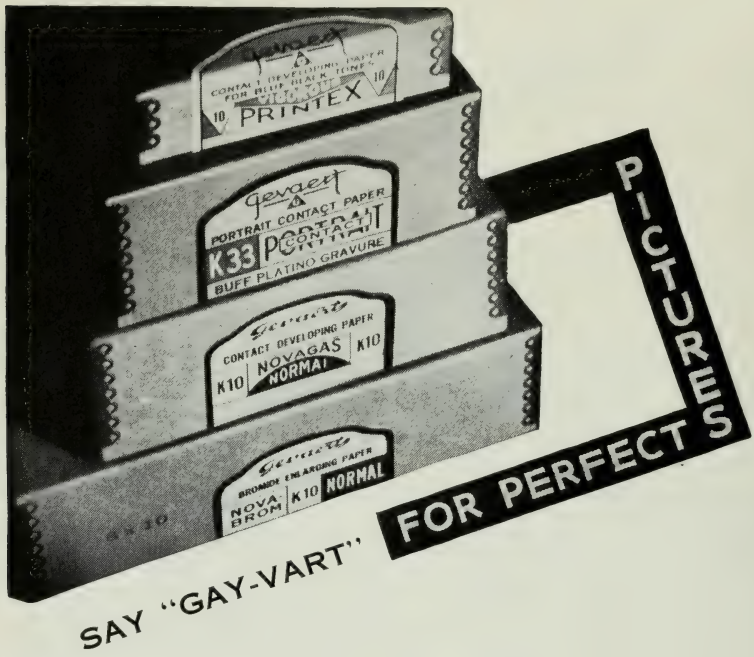
Oro Markham went out then for himself with a road crew, operating out of Spokane. One of his men had made a good picture of a pretty high school girl and young Markham went to the house to show proofs. He obtained an order and, incidentally, met the girl. When he delivered the pictures, he forgot to collect; so he had to make another call on Mabel Dallas.

We might as well tell you the rest. The friendship continued when he left Spokane and when he was in Oakland he proposed by letter. She said "yes", came to Berkeley, where they were married and she traveled with her husband until 1914. That year he purchased the Marcell Studio in Portland, and has been there since that time. Mr. Markham enjoys an excellent reputation in the northwest where his prize winning pictures are made.

←❖→

Far away there in the sunshine are my highest aspirations. I may not reach them, but I can look up and see their beauty, believe in them, and try to follow where they lead.

—*L. M. Alcott.*



RUNNING THE SCALE

Your final results are your prints. Are you giving your papers the consideration due them? If so, you should investigate Gevaert papers! You will find just the surface that you need, tonal values that please and the satisfaction that comes with increased business.

Gevaert papers run the scale from sparkling highlights to deep, rich shadows. In the chloride line you will find constant, desirable tones that will give distinction to your prints. Novabrom, of course, needs no introduction. It has made a place for itself wherever fine enlargements are made. There is also a contrast for every negative so you are assured of print satisfaction in every way.

Give Gevaert papers a trial and nothing more need be said.

THE GEVAERT CO. OF AMERICA, INC.

423-439 West 55th St., New York, N. Y.
413-421 N. State St., Chicago, Ill.
345-349 Adelaide St., W. Toronto, Canada.

Know Your Potatoes

Two farm wagons stood in a public market. Both were loaded with potatoes in bags. A customer stopped before the first wagon. "How much are potatoes today?" she asked the farmer's wife who was selling them. "Two-fifty a bag," replied the farmer's wife. "Oh, my," protested the woman, "that is pretty high isn't it? I paid two dollars for the last bag I bought." "Taters has gone up," was the only information the farmer's wife gave.

The housewife went to the next wagon and asked the same question. But Ma McGuire "knew her potatoes" as the saying goes. Instead of treating her customer with indifference, she replied: "These are Wisconsin white potatoes, madam. They are the best potatoes grown. In the first place, you see, we only raise the kind with small eyes, so that there will be no waste in peeling. Then we sort them by sizes. In each bag you will find a large size for baking. The baking size cooks quickly, all done at the same time, which means a big saving in coal or gas. Then we wash all of our potatoes clean before sacking them as you see. You can put one of these bags in your parlor without spoiling the carpet—and you don't pay for a lot of dirt. I'm getting $3.00 a bag for them—shall I have them put in your car or deliver them?"

Ma McGuire sold two bags at a higher price than her competitor asked in spite of the fact that the customer had refused to buy because she thought the first price was too high!

All of which proves a customer's idea of prices depends entirely upon ideas in his mind. The firm that correctly interprets their merchandise to the public need not do business on a cost-plus basis.

Photographing Children of the "Gawky" Age

Photographing boys and girls between the ages of twelve and sixteen years is a difficult job. That is, it is difficult to get natural, easy poses. Children of this age are usually so self-conscious they don't know what to do with their hands and feet and their efforts to appear at ease are usually a complete failure.

This is an age too, when many photographs are made, for it is the age when children are graduating from grade school, going away to school, being confirmed, and so forth.

First of all, do not allow anyone who is a friend or relative of the subject, to be in the camera room with them. This makes them only more self-conscious and ill at ease. Next, take their minds off themselves by getting them interested in some subject. Subjects that interest boys and girls of this age are many — their school, athletics, talk about football or basketball games or about the movies—they are all interested in certain actors and actresses and you can get their interest by discussing them or discussing recent movies they might have seen.

Don't be patronizing—talk to them as you would to a person of your own age and above all, avoid the subject of "girl friends" or "boy friends"—this is one subject that will make them more self-conscious than ever.—*Lieber Photo News.*

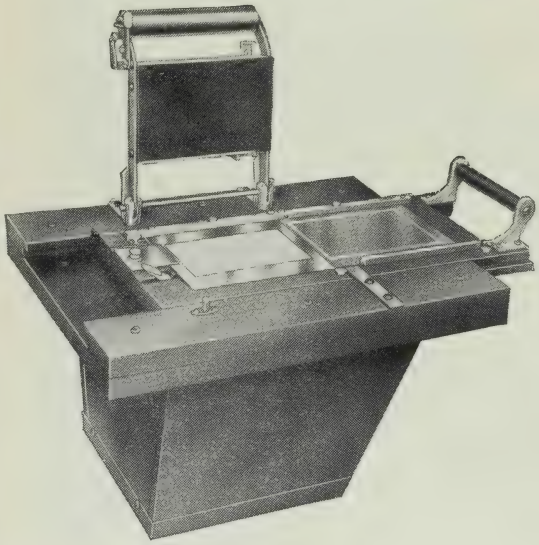
←❖→

Save your copies of *"The Focus"* for future reference.

←❖→

Put the personal appeal into your advertising. Love, affection, liking, friendship is the motive that leads people to get their photographs taken. That is the motive that makes them want to get the photographs of others. Why not work along that line in your advertising? You will sell more photographs.

Midget Border Printer



Here is the printer you ought to have. Supplied with choice of borders in one of three designs. Changes to other designs can be made quickly and conveniently. Six masks are available, one each for film sizes 127, 120, 116, 122, 118 and 130.

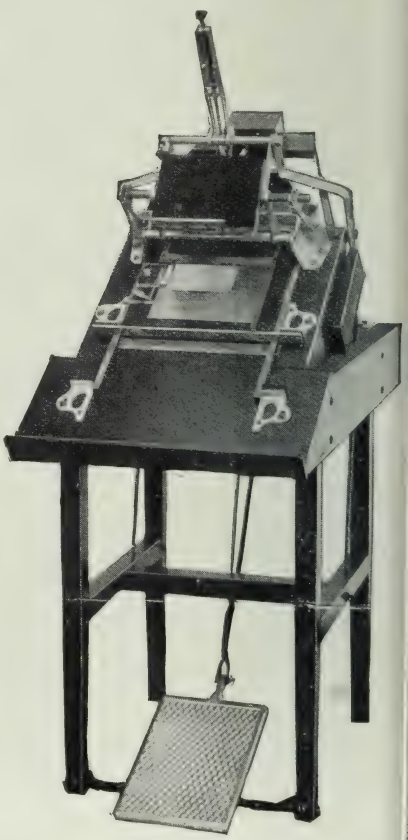
Special masks are available for greeting card work, and plain white border can likewise be made. Well built, with all wires concealed. 300 watts illumination, in addition to small pilot light. Permits making the border or print first, as preferred. Each mask is a complete unit and is easy to set for register.

The entire machine is well made; finished in black, with nickeled metal parts. Just the printer for the small finisher, and a handy machine to have in the larger print.

Price of Midget Printer, complete with six masks and numbering device $75.00

Border Printer

(MODEL B)



Eight sizes of borders furnished with large machine as follows: 127, 120, 116, 118, 101, 122, 124, 130 and special sizes may also be added if you wish. Only one design of border to each set is supplied.

Each print is numbered at the time that picture is printed and at a very small extra cost your name or other trade mark can be made to appear on the back of print with the order number.

Each size mask is complete, and may be removed without disturbing its register when another size is to be printed. Changing from one size to another is done in an instant.

The platen and paper holding arrangement and lights are at all times under the operator's control at the handle.

Detailed description sent on request.

Price, Model B, $200

25 Years Ago

A customer (name on request) purchased a rubber set bristle brush from Hirsch & Kaye. Since then he has purchased no other, for the brush is still in daily use as a paste brush. This incident came to our notice when we tried to sell him another.

Now how are we to stay in business if a brush can be used for a quarter century? But if everyone who needs a brush, (and who doesn't) will order one now, the situation will be saved. Imagine us, not selling a paste brush again till 1957!

Our brushes are good. We modestly admit what others have told us. Here is what we offer you:

TIN BOUND BRUSHES

For general photographic use. Well bound to assure good service at a low price. Either bristle or camel's hair available.

	1″	1½″	2″	2½″
Bristle	$0.18	$0.25	$0.30	$0.35
Camel's Hair	.30	.40	.50	.60

RUBBER SET BRUSHES



In process of manufacture the hairs or bristles of these brushes are seated in hard rubber and then vulcanized, preventing loosening of hairs. Both bristle and camel's hair available in sizes from 1 to 3½ inches in width.

	1½″	2″	2½″	3″
Bristle	$0.65	$0.85	$0.95	$1.05
Camel's Hair	1.25	1.55	2.15	2.70

Side Wings for Fotolites



There are several hundred FOTOLITE reflectors in use which indicates their popularity. The efficiency of the reflectors can now be increased by the addition of side wings or deflectors, readily attached by convenient clamps. Get a pair for your reflector and send the light just where you want it.

FOTOLITE WINGS, $3.00 per pair.
WINGS AND FOTOLITES
in stock at
HIRSCH & KAYE

NOVABROM 10 SOFT

Novabrom Paper, the popular paper for press and reproduction prints, is now available in a fourth grade of contrast. In addition to the grades

Extra Vigorous
Vigorous
Normal

we can supply soft. The new grade of contrast will be furnished only in the glossy surface, single weight.

A booklet of Novabrom and other Gevaert papers will be sent on request. You should have a copy.

Professional Service

SAN FRANCISCO STUDIO FOR SALE

Down town district.
One of best known studios in city.
Will sell for inventory.

Box 364 THE FOCUS

QUANTITY PRODUCTION

Save Time, Worry and Money by having your Quantity Printing done by a firm that specializes in Quantity Production. All sizes up to 11x14. Minimum 100 from Negative. Quick Service. Work Guaranteed.

J. K. PIGGOTT CO.
86 Third Street San Francisco

Retouching and Coloring Carefully Done

Prompt service on out-of-town orders.

SARAH S. HART
1346 LA PLAYA ST. SAN FRANCISCO

HALF INTEREST IN SAN FRANCISCO STUDIO

Down town location.
Price reasonable.

Box 2298 THE FOCUS

ESTELLE SCHORT

27 SANTA MARINA ST. SAN FRANCISCO

Expert Retouching

Prices Reasonable *Prompt Services*

IMPERIAL EMBOSSER

For embossing lines on edges of portraits, enlargements or prints. Consists of a patterned board of hardwood and a fibre roller. You have your choice of several grooves of various sizes.

Price complete $2.00

E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
WEST 2611

G. E. PHOTO FLASH BULBS

In lots of 18—
$3.00 *Net*

Order from—
HIRSCH & KAYE

Character Study at a Glance

Frequently it is well to be able to "size up" a customer early in an interview so as to be able to get in step with him mentally. The same analysis is helpful in dealing with your employees. Some people will react one way to your suggestions, while others will react in an entirely different way, sometimes in a way you would wish to avoid.

Character study or analysis is based on biology or physical development. Call it evolution if you wish. While environment has much to do with the development of characteristics, these same characteristics are inherited and form much of the foundation of a person's character and temperament.

Animals are governed by a subconscious mind which controls their instincts, habits and actions. Man alone has in addition to a subconscious mind a conscious mind by which he can control and form his thoughts, his actions and even break down habits and instincts. Each person is the development of certain characteristics. People may be classified into five general groups which we will present in the order of evolution.

The first form of life is the ability to absorb food. This gives us the alimentive type in which the digestive organs are well developed. You will recognize this type when we tell you the general proportion is round. The face is round, the body is round, the fingers are round and short. Each dimension is circular. This type of person likes food and comfort. You will find him amiable; an eternal optimist and a good provider for his family. If you attempt to sell him pictures, omit technical discussion and emphasize the comfort and convenience with which the pictures can be made. If he is interested in a camera, explain the simplicity of the instrument and the ease with which it is operated. This type of person is quite easy to get along with.

The next type is the thorasic, as we find the next step in evolution is the ability to breathe. The characteristic dimensions of this type of person is a series of triangles. The head is wider at the top than at the bottom, wide shoulders, narrower waistline, broad hand, tapering fingers. Frequently this person will have a florid complexion and is physically thin-skinned. This type of person is quick to grasp your meaning. Before your sentence is finished, he knows what you would say. He is receptive and while he works with energy, quickly recuperates. He is a keen judge of nature and attracts others to him. He changes his mind frequently so do not prolong a sales discussion too long because you may lose the sale entirely. In his food he is more likely to be interested in variety and daintiness rather than quantity. Do not bore him with a long description of something which he perhaps already understands.

The next step in our study of development brings us to the muscular type, the ability to control muscles from a common nerve center. This person requires motion. You will recognize the type by a series of rectangles. A well-pronounced jaw makes the lower part of the face as wide as the upper. This person is inclined to be short and stocky and seldom more than average height. As a lover of action this type of person will fight. Don't cross him or you will antagonize him. He will go the limit in behalf of his friends and you will find him generous and straightforward. Remember that he will quarrel over trifles and will argue and is inclined to be thrifty and frugal. Show him and he will move with you.

In the development of life, the next

(Continued on page 11)

OPPORTUNITIES!

That is what portrait and commercial photographers have, when they use HAMMER emulsions for their negative work.

Sensing the spirit of the times, constant and drastic adjustments have been made by the HAMMER Co., enabling them to put into photographers' hands negative materials of real merit.

Remember, there are "Special Brands for Special Work." Send for our little portfolio of prints—it's yours for the asking. Write today.

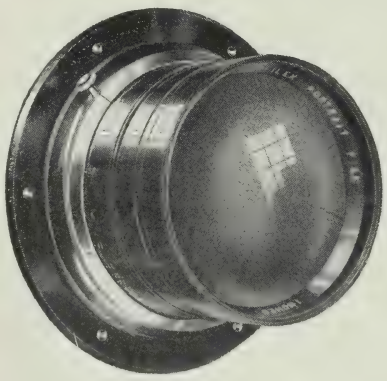


HAMMER DRY PLATE CO.

OHIO AVE. AND MIAMI STREET
ST. LOUIS, MO.

159 WEST 22ND STREET
NEW YORK CITY

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY ROCHESTER, NEW YORK

CHARACTER STUDY

(from page 9)

step was the acquisition of a bony frame to support the muscles and organs. This brings us to the ossi type which you will readily recognize. Tall, thin, slender and angular. This person is stubborn, mulish and is of the kind that will wear a wedding suit for the rest of his life. In discussion with this person, agree with him. Let him have his own way, but try to word your conversation so that he will voluntarily change his viewpoint. Let him have the satisfaction of believing that he was right all the time. This type is known for great endurance. He is also excellent as a lone worker and does not especially crave companionship. He is not adaptable to new ideas. He is inclined to be penurious and does not care a great deal for food. You will find him absolutely honest and he needs no one to supervise his work. Send him to the ends of the earth and he will either get there or die in the attempt. This person is not emotional and while slow to make friends will keep them indefinitely.

And now we have the last group, the cerebral or nervous type. Characteristics are a well-pronounced forehead, and a triangular face in which the chin is the apex of a definite triangle. Small hands and a general effeminate appearance will be noticed. This person is an excellent student, his mind is never idle and while he may appear to be a dreamer, he actually lives in advance of his time. He likes to sleep, is a modest eater and to him life is an eternal question mark. He wants to know the why and wherefore of everything. He is refined and modest and likes to discuss religion, philosophy, truth and justice. If you want to sell him a camera, you can explain to him the advantages of a fast lens over an ordinary and he will be interested. As a subject for personal photographs, you can use the sentimental appeal, the value of the pictures to his family and friends.

We have designated perhaps extreme illustrations in order to describe the various types. Each person will most likely show a combination of two or more of these traits, and while this may make the proper classification of the individual a little more difficult, it is also more interesting and worthwhile.

MEETING OF THE SACRAMENTO AND SAN JOAQUIN VALLEY PHOTOGRAPHERS

Whenever the photographers of the Sacramento and San Joaquin Valleys get together for one of their monthly meetings, you can expect an enthusiastic attendance. The meeting held in Sacramento February 13 was no exception. These Saturday night meetings are enjoyed by all and the interest is shown when we tell you that the meeting did not break up until after 11 P.M. If you live in the territory just mentioned and are not a member, you overlook an opportunity for sociability and mutual aid.

Just as constant dropping wears away the stone, so constant credit leaks will wear away a business.

That they may have a little peace, even the best dogs are compelled to snarl occasionally.

Ad in a drugstore window: "Take home a brick, it's fine when company comes."

IT'S NEW

THE TRADE IS LOOKING FOR THIS—

The Standard Flash Bulb Reflector



The Size Is Right

The reflector measures 9 inches across, considerably larger than the average. This insures a better, softer distribution of light.

The Design Is Right

The reflector is satin-finished and follows the design of more expensive lighting equipment of modern nature. Handle is detachable; can be carried in the reflector. Two batteries are supplied in the handle.

The Price Is Right

The cost is far less than you expect. A practical, dependable reflector is now within the reach of all, consumers and dealers alike.

List—including batteries: **90 cents**

DISCOUNTS	
6 to 11	35 %
12 to 49	45 %
50 to 99	50 %
100 to 249	55 %
250 to 999	57½ %
1000 or more	60 %

SELL, RENT OR LOAN **STANDARD REFLECTORS!**

The more reflectors you can place among your customers, the greater will be your sale of flash bulbs, film, developing, printing service, enlargements and frames. Keep the cameras busy this winter. Encourage photographs of bridge parties and gatherings of all kinds.

Photographers tell us it pays to feature PHOTO FLASH BULBS and REFLECTORS, because these create additional and repeat business. STANDARD REFLECTORS are excellent gifts, appreciated by anyone who takes pictures. Order STANDARD REFLECTORS by the dozen.

Order today

from HIRSCH & KAYE

and include a carton of GE Flash Bulbs

Litharge-Glycerine Cement

By F. M. Hartley, Jr., M.E.

Litharge and glycerine may be combined to form a cement which possesses not only extreme hardness, but also heat and acid resistant qualities which make it valuable for a number of purposes for which ordinary cement would be neither practicable nor efficient. The fact that it will resist any dilute acid accounts for its widespread use in paper mills. Digesters or sulphite liquor tanks are lined with it, and the bricks or tile cemented with it. It is also commonly used in forming watertight connections between iron pipes and porcelain fittings or for cementing glass aquariums. In addition, where large metal surfaces are to be painted with an extremely glossy finish, a coat of litharge-glycerine cement before the red-lead priming coat serves to fill in the indentations which otherwise would be noticeable on the finished surface.

In making the cement, finely ground litharge and pure commercial glycerine are used. Water is added to the glycerine, the amount being from one to three parts of water to six parts of glycerine. Sufficient litharge is added to make a paste of the desired consistency. Variations in the formula are dependent upon the use to which the cement will be put. The variation in water will influence the time of setting and the general characteristics of the cement to some extent, but all formulas within this range will attain satisfactory hardness. The time of setting, about ten minutes, may be retarded by adding a quantity, not to exceed 10%, of inert material such as silica, Fuller's earth or iron oxide. This addition does not have any appreciable effect on the ultimate hardening or strength. After complete hardening, the cement has tensile strength varying between 400 and 500 pounds per square inch and crushing strength varying from 5000 to 6000 pounds per square inch. It will withstand a high degree of combined heat and moisture.

For some time Hirsch & Kaye have recommended this cement in connection with the installation of stoneware tanks and photographic sinks. It is an inexpensive and highly efficient preparation easily applied by anyone. Hirsch & Kaye will supply the ingredients if you wish any.

U. S. GOVERNMENT DEMANDS THE BEST

In government schedule No. 1895, page 32, class 55, you will find Sterling Tanks specified. This indicates that the U. S. Government considers Sterling Tanks as good as can be found.

The Sterling System gives maximum daily output at least possible cost. Money saved in time, labor and solutions. Scientifically built. No waste space.

Sterling offers the largest variety of tanks obtainable. With three sizes Amateur Finishing tanks, eight sizes Hypo Baths; Commercial outfits for either 5x7's and 8x10's or 5x7's only, plus many X-Ray tanks, special sized tanks are made to order.

Write to Hirsch & Kaye for detailed descriptions of these tanks.

A GLORIOUS WEEK-END FOR TWO

Photographers who contemplate a visit to San Francisco may be interested in an attractive offer made by a well-known downtown hotel. For only $11.30 they offer the following attractions:

Saturday

A park view room,
Flowers for the lady,
Dinner and dance at a leading night club, or a 7 course dinner at the hotel.

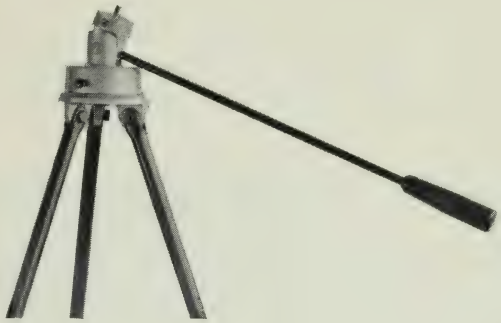
Sunday

Breakfast in your room,
Matinee at Fox Theatre,
Lunch or dinner at the hotel.

If interested, write to Hirsch & Kaye for other information.

WINDSOR TRIPOD

FOR MOTION PICTURES



Length, opened, 55 inches
Length, folded, 30 inches

A patented lock quickly and securely holds the legs rigid.

Made of Aluminum.
Weight only 4 pounds.

Fully panoramic with a smooth motion. Can be locked in any position.

The Windsor Tripod was designed for service.

It's not in the picture but it shows on the screen when you've used a tripod.

For monumental steadiness, smooth follow-shots and perfect panoramas THE WINDSOR MOVIE TRIPOD has *"It."*

Price $25.00

In stock at HIRSCH & KAYE



Britelite Truvision

SUPER DE LUXE MOVIE SCREEN

Two Screens in One

CRYSTAL BEAD AND SILVER

for

BLACK AND WHITE *or* KODACOLOR

Brilliance - Depth - Color

PRICES

30″x40″ picture size . . . $25.00
36″x48″ picture size . . . $30.00

An attractive offer on screens, tripods and accessories is made to dealers. If interested please write to

HIRSCH & KAYE

THE NEW GUNDLACH CATALOG

A new catalog has been issued by the manufacturers of the Korona line of cameras. The catalog features:

Turner Reich Lenses.
Radar Lenses.
Hyperion Soft Focus Lenses.
Pancratic Telephoto Lenses.
Radar Wide Angle Lenses.
And others.

Among the cameras, we find:

Korona View Cameras.
Korona Pictorial View Cameras.
Korona Home Portrait Cameras.
Korona Commercial Cameras.
Korona Panorama Cameras.

Tripods, multiplying back, and other accessories are featured. You are interested, so write to Hirsch & Kaye for your copy.

←⁘→

MAY NOT BE REQUIRED

We read in "Business Week" that one of the electric refrigerator manufacturers sells his product with a time switch attached. The switch needs resetting every 30 days, and when a payment is made, the switch is set ahead another month. No payment, no service, but when the last payment is made, the switch is removed.

Wonder if the inventor ever heard of cameras, lenses, lights and other photo appliances.

←⁘→

The world is blessed by men who do things, and not by those who merely talk about them.

←⁘→

Concentrate all your thoughts upon the work at hand. The sun's rays do not burn until brought to a focus.

←⁘→

The Kansas City *Star* reports a Lakin, Kan., druggist who sent a shipment of ice cream by parcel post with the inscription: "If not delivered in five days, never mind."

—*New York Evening Post.*

8 FOR THE PRICE OF 6

Effective Feb. 1, a change was made in the popular #116 and #120 rolls of film. These two sizes were found to be 80% of the total film sales and you can now offer these sizes in 8 exposure rolls at the price formerly charged for 6 exposures. Size #116—12 exposures will be discontinued when the present supply is exhausted, as will the 6 exposure rolls of both sizes.

The change applies to Verichrome and non-curling film only. Autographic film will be supplied as before.

The new Year presents a ready market for Verichrome film in this multiple exposure roll, and we suggest you talk Verichrome films to your customers, stressing the importance of the eight exposure roll.

Remember—eight exposures instead of six mean—

2 extra prints per roll.

2 extra chances to sell duplicate prints.

2 extra chances to sell enlargements.

Order your supply of film from Hirsch & Kaye and obtain longest expiration date.

No other film is quite the same as Verichrome.

←⁘→

CHEMISTRY OF A KISS

Discovered by an alchemist named Adam, during research on apples. Assisted by Eve, to whom much credit for discovery is due. Formula KIS_2. May be produced synthetically, but natural variety more widely used. Found in free state in parks, automobiles, parlors and similar places, and in combination with divorce proceedings. Slightly reactive to metals like iron, but strong affinity for gold and platinum, with which it forms complex for liberation of hot air. Insoluble in water, but readily soluble in alcohol. Finds varied uses in the arts, especially the art of love-making.

Camera Craft

A monthly magazine of interest to professional photographers. Equipment and methods are reviewed and explained with many illustrations. Camera Craft is especially attractive to West Coast readers, as it is a San Francisco publication.

Per copy ..... $ .20
By the Year 2.00
By the Year (Canada) 2.25
By the Year (Foreign) 2.50

Abel's Weekly

Published for professional photographers, especially portrait men. Each issue contains ontline of helpful methods, apparatus and suggestions. The question and answer section, for legal and technical questions, will appeal to you.

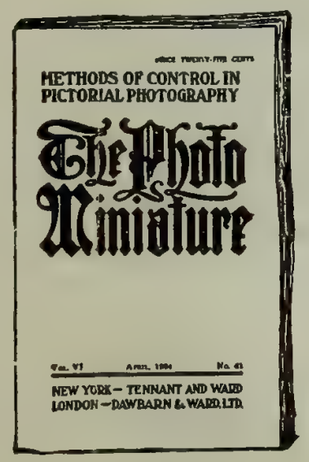
Per copy ..... $ .10
By the Year 2.50

The Commercial Photographer

Published weekly for commercial and industrial photographers. Contains much technical information, written in simple language.

Per copy ..... $ .20
By the Year 2.00

The Photo Miniature



A magazine published at frequent intervals. Each issue deals with a special phase of photography, such as chemicals, copying and retouching. Both amateurs and professionals need a library of Photo-Miniatures. 72 topics for your selection. Send for complete list.

Per copy ..... $ .40
(Send for list of numbers on which we offer special price.)

Order Your 1932 Photographic Magazines and Annuals

Third Edition of the

Photographic Workroom Handbook

By Sigismund Blumann

All that made the previous editions so popular appear in this issue and two departments and several new formulas have been added.

Cloth, $1.00

Illustrative Photography in Advertising

By Leonard A. Williams

Beautifully put together with reproductions and original diagrams from National advertising campaigns. This is a three dollar investment that will pay real dividends.

Cloth, $3.00

Send your subscription for magazines and orders for annuals to

HIRSCH & KAYE

Catalog of books sent on request.

The American Annual of Photography

46th Volume, printed on the finest coated paper and containing one hundred or more reproductions of the best American and foreign photographs of the year together with numerous practical articles, formulary and other information.

Price ..... Paper $1.50, Cloth $2.25

Das Deutsche Lichtbild

A magnificent year book with nearly 200 beautifully reproduced photographs and a number of valuable technical articles in German with English and French translations. Last year's volume of this was undoubtedly the finest pictorial annual ever published.

Price $4.00

Photographs of the Year 1931

The International Annual of Pictorial Photography, containing selected prints from the best workers of all countries, with valuable criticism of the pictures and other interesting text.

Price ..... Paper $2.50, Cloth $3.50

The British Journal Photographic Almanac

The big book of Photography, with practical articles, numerous beautiful pictures in rotogravure and the well-known advertising section.

Price ..... Paper $1.00, Cloth $1.50

The Pictorialist, 1932

Published by the Camera Pictorialists of Los Angeles. Identical in price, number of pages and stock with the 1931 book, which was by far the finest pictorial annual ever produced in this country. Only one thousand copies will be printed, which is two hundred less than the actual sales last year.

Price $3.50

PICTOL

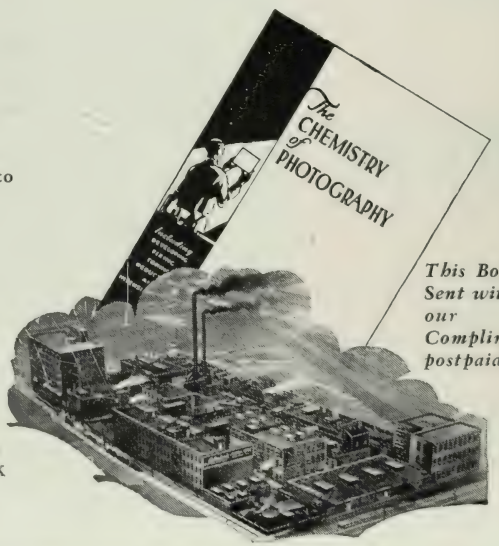


THE former users of Metol who now use Pictol are practically unanimous in declaring Pictol fully equal to or superior to the imported product. "It is fully equal to imported Metol at its best," wrote a government bureau.

Numerous letters say Pictol gives better tones with clearer whites and no clouded blacks, no matter how varied the lights and shades. Others say Pictol secures greater detail and remarkable depth, because it eliminates the tendency to veiling. Solutions remain clear an unusually long time—little or no discoloration. The development of more prints is possible before the solution need be renewed.

Pictol is one of a complete, perfectly co-ordinated line. In order that you may test the advantage of this, we shall gladly send the group assortment below, postpaid to your studio, for $2.00. For this trial order write our home office at St. Louis.

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium, photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate, photo
1 lb. Sodium Sulphite, photo



This Book Sent with our Compliments, postpaid.

Mallinckrodt

Second and Mallinckrodt Sts.
ST. LOUIS, MO.

CHICAGO PHILADELPHIA NEW YORK
TORONTO MONTREAL

Fine Grain Tank Developer

(Formula D-76)

Published in response to several requests

For Fast Motion Picture, Eastman Supersensitive Panchromatic Film, and Wratten Hypersensitive Panchromatic Plates.

Elon	116	grains
Sodium Sulphite, desiccated (E. K. Co.)	13¼	ounces
Hydroquinone	290	grains
Borax	116	grains
Water to make	1	gallon

Directions for mixing. Owing to the high concentration of sulphite, it is somewhat difficult to dissolve all the chemicals unless directions are followed carefully.

First dissolve the Elon in a small volume of water (at about 125°F.) and add the solution to the tank. Then dissolve approximately one-quarter of the sulphite separately in hot water (at about 160°F.) and add the hydroquinone with stirring until dissolved completely. Add this solution to the tank. Dissolve the remainder of the sulphite in hot water (about 160°F.) add the borax and when dissolved, pour the entire solution into the tank and dilute to the required volume with cold water.

Average time of development is 10 to 20 minutes at 65°F. The developer tank usually becomes coated with a thin white deposit of silver but this will do no harm. The developer may become slightly muddy due to the formation of a suspension of colloidal silver but it is harmless and can be ignored.

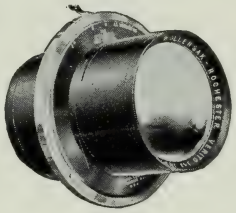
Washington to a Young Man

Be courteous to all, but intimate with few; and let those few be well tried before you give your confidence. True friendship is a plant of slow growth, and must undergo and withstand the shocks of adversity before it is entitled to the appellation. Let your heart feel for the affections and distresses of every one, and let your hand give in proportion to your purse; remembering always the estimation of the widow's mite, that it is not every one that asketh that deserveth charity; all, however, are worthy of the inquiry, or the deserving may suffer.

Do not conceive that fine clothes make fine men, any more than fine feathers make fine birds. A plain, genteel dress is more admired, obtains more credit, than lace and embroidery, in the eyes of the judicious and sensible.—*George Washington in a letter to his nephew, Bushrod Washington, 1783.*

VERITO . . . .

A Many-Use Lens of Variable Softness



THIS pioneer of soft-focus lenses is a doublet, speed f. 4. The diaphragm provides any degree of softness or sharpness. Rear element, used alone, gives a different quality of diffusion; and, being of almost doubled focal length, is ideal for portraits. As a projection lens, Verito softens the most wiry negatives to the extent desired. Learn more about this remarkably adaptable lens.

Literature free.

Wollensak Optical Company

Rochester, New York



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions, for which the ratio of Mazda wattage to mercury is one to two.

Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.
SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE

CHARCOAL BLACK

AN UNUSUAL PAPER *for* PROJECTION PRINTING

Designed for those who wish their prints to command attention and produce new business

Grade A Thin White — Grade B Medium Sketch White
Grade C Laid Surface, Medium Weight Cream
New Prices: 5x7 $0.65 per dozen — 8x10 $1.50—11x14 $2.95

Order from HIRSCH & KAYE







Our Salesmen Tell Us

Thomas Shoob, of Modesto, revels in the delights to be found, by the knowing, in our San Francisco art galleries. We were fortunate enough during the past week to brouse through several such exhibits with him. Shoob is an artist himself, with an understanding of canvas and marble that is a wealth in itself. A glance reveals to him a copy from an original; an embryo from a master. We presume he must still be laughing at the writer's lament before a certain bit of Italian Import—a statue of a lady with her head gone. It seems that a torso without a head is still art. We were blaming the packer and the shipping clerk.

♣ ♣

After several years of semi retirement, **Daniel Freeman,** of Monterey, has heeded the urge and is dealing himself a new hand in the photographic game.

Pacific Grove is to be the new scene of his activity and ere you read this, things in general will be bustling on location.

♣ ♣

Ira C. Perry, 91, of Vallejo, died January 27 at the Veterans' Home in Yountville. He came to California from Ohio in 1869 and established himself in business as a photographer in Sonoma county. He was believed to have been the oldest member of the order of Odd Fellows in the State, and belonged to the organization for sixty-nine years. His son is Charles Perry, under-sheriff of Solano county.

George Decker, Petaluma photographer, sent us this bit of spicy reading:

A BIT OF SEASONING

Meet the "Condiment Twins," Mr. Salt and Mr. Pepper,—to be more specific, R. W. Salt, and J. H. Pepper, advanced students in entomology at Montana State College. And, "believe it or not," they both come from Shaker, Alberta, Canada.

It is said that Mr. Pepper disdains the use of the classical butterfly net when in pursuit of wary Hexopoda. Instead he takes Salt along and — well, you finish it.

♣ ♣



James V. Lloyd has been transferred from Yosemite National Park to the Grand Canyon. Mr. Lloyd has been chief photographer and information ranger at Yosemite and goes to Grand Canyon as Assistant Superintendent. We are glad his sincere efforts in behalf of the public have been recognized, and any photographer who calls at Grand Canyon should meet Mr. Lloyd.

♣ ♣

Another feather has been placed in the cap of the **Roemers,** Bakersfield, in the form of a Medal of Merit from the Fifth National Japanese Salon.

This makes two honors in a row. Last year a bronze plaque came from the London Salon for prints submitted.

Our Salesmen Tell Us—

The **Harold A. Parker Studio** Pasadena, obtained some excellent pictures of the Tournament of Roses in January. A week later four inches of snow were on the ground and southern California had some more "unusual weather."

♣ ♣

H. K. Zynkian, well known to San Francisco photographers, has a studio in San Diego.

♣ ♣

Sacramento photographers seem to be unlucky when it comes to automobile accidents. **Miss Baxter** of the Hodson Studio and **Miss Della Race** of the McDougal Studio both figured in serious accidents recently, but we are glad to report satisfactory recovery.

♣ ♣

Rainfall is usually spoken of in terms of inches. **W. Gordon Bendore** of Willits tells us his town has been blessed with a yard of it to date—a cold 36 inches. This should be one for the book —or something.

♣ ♣

W. E. Detrick of Ukiah has a new home that looks mighty sweet to us. The kind that you see pictures of in "Farm and Garden" and dream about from then on.

♣ ♣

Trout farming with its pleasure and profit is not without its trials and tribulations as **H. H. Wonacott,** Trout Rancher and photographer of Fort Bragg will attest.

It seems that the many pools of trout-infested water are a great attraction to resident and tourist alike.

Many visitors are escorted through the Troutery officially, by one of the staff during a month's time. They are made welcome and fish propagation explained in detail to them.

Of late, a number of visits have been made unofficially under cover of darkness by fish lovers, causing Mr. Wonacott no little concern. On a recent morning at roll call at a certain pool, it was found practically vacated and, of course, fish don't walk or fly—in these parts at least.

Mr. Wonacott is determined to stop the plundering even if he has to eat worms and sleep in a pool himself.

♣ ♣

Russell Land, 7-year old son of Carol G. Land, Placerville photographer, was shot with an unloaded gun in the hands of a playmate. The boys were playing in the playmate's home when the gun was found. The play then took a natural course. The bullet missed Russell's heart by 4 inches, took a piece from his overalls above the right lung, went through the right arm, two mattresses and stopped in the wall. Father and son are doing nicely, thank you, the father mentally, the boy physically.

Medium Priced Folders . . . . .
For After-the-Holiday-Business



THE CO-ED
(This is one of them)

It is a good plan to show both easles and folders at your sales counter, for in this ever changing world the customers of last year who insisted on easels may want a folder this year.

Our medium priced folders, shown in all standard sizes from 3x4 to 8x10, consist of the AVALON, a double flap inslip folder — the CO-ED, a single flap, deckled edge inslip—the MATINEE, a single flap, deckled-edged corner-holder style.

Prices are reasonable—for instance, the 4x6 AVALON and CO-ED are $6.50 per hundred. Other sizes in proportion.

The smaller sizes are especially good to feature as school picture styles.

Samples of the 3x4, 3x4½ or 4x6 of these three styles sent postpaid for 15 cents. They are splendid first-of-the-year mounters.

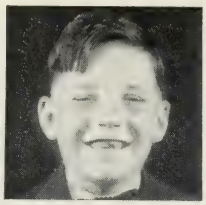
SAMPLE OFFER F-121

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) CHICAGO, ILLINOIS

Jerry's Corner



By Himself

Me and my girl friend has had another falling out.

♣ ♣

I figured I would send her a swell Valentine, so I walked on a lot of my errands and saved the carfare to buy one.

♣ ♣

And what a Valentine I bought! It was one of those lacey things, with a picture of a boy and a girl on it, with a red heart, a cupid and everything.

♣ ♣

Then it had some words on it like this:

♣ ♣

It's love has turned this head of mine,
My heart is beating true.
I'm looking at my Valentine
And hope it will be you.

♣ ♣

After I bought it, I had a nickel left over, so remembered another girl what I don't like. She's a friend of my girl friend.

♣ ♣

So I looked around and found another Valentine what suited her. The words on it went something like this:

♣ ♣

You neck and you pet, you smoke and you bet,
Any man that you meet is your beau,
Your hands are too red, your complexion too yellow
To ever have hopes of catching a fellow.

I was willing to spend a nickle to let her know where she stood with me so I signed it.

♣ ♣

On Friday night before Valentine's day, I mailed both of them so they'd get there before the 14th instant and went to bed pretty well satisfied with myself.

♣ ♣

That night I had a dream that I brought my girl her Valentine and she was so tickled she gave me a kiss. So when I woke up (not from the kiss) I was anxious to know what she would say when she got the package.

♣ ♣

Saturday night when I got home from work, my ma says there was two (2) telephone calls for you today. They said they'd call again.

♣ ♣

I says I know who one was and don't care about the other. I'll ring her up now.

♣ ♣

But before I could get to the phone, it rang again so I answered it.

♣ ♣

It was the other girl. She wanted to thank me for the pretty Valentine and wanted me to come over to her house that evening to meet some of her friends. I told her it was all right and I couldn't come because I had another date.

(Continued on page 27)

WELLINGTON BROMIDE PAPER

CHAMOIS

White and Cream
Grades—Soft, Normal, Hard

The professional photographer's Bromide Paper.

The surface suggests natural uncoated paper and is made in pure white or delicate cream tints.

CREAM CRAYON

Grades—Smooth, Rough and 'Xtra Rough.

One of the most popular Bromide Papers ever offered. The ideal Bromide for toning, giving sepia tones of remarkable richness and transparency.

The 'Xtra Rough is a special paper particularly suitable for large heads and broad effects.

'Xtra Rough also supplied on white stock.

Specify White 'Xtra Rough when ordering.

Prices of Chamois and Cream Crayon same as Bromoil on next column.

BROMOIL PAPER

Grades—White Smooth, White Rough, Cream Smooth, Cream Rough

All Wellington Papers are Double Weight.

The unqualified beauty of a Bromoil picture must be seen to be appreciated but the success of the artist depends a great deal upon the paper used. To this end Wellington & Ward have devoted unlimited time and research to produce the best paper for the purpose.

Bromoil Paper can be used with equal success for ordinary Bromide Printing and Enlarging.

Size	Doz.	½ Gross	Gross
5 x 7	$ .50	$ 2.15	$ 4.90
6½ x 8½	.80	4.20	7.65
8 x 10	1.05	5.90	10.90
10 x 12	1.70	8.70	16.30
11 x 14	2.05	10.95	20.75
14 x 17	3.15	16.70	31.75
16 x 20	4.05	22.15	42.50

FULL STOCK OF BROMOIL BRUSHES, AND COLORS IN STOCK

KEYSTONE BLUE PRINT PAPER

Whether used in copying architectural, landscape or portrait negatives, "Keystone" Paper always gives brilliant prints with full detail, rich blues and clear whites.

The Blue process is in many respects the ideal process, and it is the only one in which the prints require nothing more than a good washing in plain water to complete them after printing.

Each tube or package contains full directions for printing. Put up in light-proof packages, in which the paper can be preserved during use.

3¼ x 4¼ per package of 24 sheets	$0.25
3¼ x 5½ " "	.30
4 x 5 " "	.30
5 x 7 " "	.45
6½ x 8½ " "	.60
8 x 10 " "	.90
11 x 14 " "	1.50
18 x 22 " "	1.50
Per 100 yard roll 25 inches wide	3.00

JAPANESE HAND MADE PAPER

Single or Triple Weight — Contact or Enlarging

This is a new sensitized product, which in the single weight, supersedes that which was formerly called Japanese Parchmyn and in the triple weight is a similar emulsion on a heavier weight Japanese stock. This paper is hand made in Japan, especially for this purpose.

Both the single and triple weight paper is supplied in contact and enlarging grades. Be sure and specify which you desire, when ordering.

Sizes	*Dozen*	*½ Gross*	*Gross*
5 x 7	$ .85	$ 4.95	$ 9.50
6½ x 8½	1.30	7.60	14.50
8 x 10	1.90	11.05	21.25
10 x 12	2.55	14.85	28.50
11 x 14	3.65	21.30	40.70
14 x 17	5.50	32.00	61.35
16 x 20	7.60	44.25	84.80

(Larger sizes on application)

Jerry

(from page 25)

When I hung up, the phone rang again and this time it was HER.

♣ ♣

Boy, she was mad! She called me a freckle-faced idiot and said—well, it don't matter now what she did say. I tried to explain how it happened and now I know that when a man tries to argue with a woman he lacks experience or has time to waste. She wouldn't even let me come over to see her.

♣ ♣

So I'm in the dog house with her till I can get it straightened out.

♣ ♣

Roses are red
Pancakes are flat
Love is like that
Oh nerts!

JERRY.

←❖→

SILHOUETTES

A photographer has added silhouettes to his regular work with results so satisfactory that he has written to tell us about his experience. Evidently people want these unique pictures and are willing to pay for them.

Our friend has gone further and has submitted a sketch to show how easily you can arrange your equipment to make these pictures. Inasmuch as Mr. Polson was kind enough to pass the idea along, we suggest you write to us now for a copy of this sketch so you can make silhouettes with the equipment you have in your studio. It's worth a trial and offers additional opportunities in the sale of frames.

←❖→

The best salesman we ever had once gave us the formula for his success. He said he always forgot he was trying to sell and only remembered why prospects should want to buy.

Master Photo Finishers Convention

According to Cedric G. Chase, there is one luxury that has taken hold of the American people that still maintains satisfactory volume. Mr. Chase is National President of the Master Photo Finishers of America and was a principal speaker at the Regional convention held in Alameda, January 29.

The Convention was one of the most successful of a series held in various parts of the United States. Credit for the success goes to the committee of Oakland finishers who sponsored the meeting. The Convention opened at 9:00 A.M. with registration of visitors and there were more than thirty actual finishers in attendance in addition to many interested people. During the day interesting motion pictures of various finishing plants and new equipment were thrown on the screen in both silent and sound form. Timely discussion of matters of special interest to finishers was well received from the following:

Cedric G. Chase, Waltham, Mass.
David S. Merriam, Minneapolis, Minn.
Albert A. Hansen, San Francisco, Calif.
Walter W. Hicks, Washington, D.C.
M. C. Griswold, Rochester, N. Y.
Fred Mayer, Portland, Oregon.
James E. Reedy, Minneapolis, Minn.
W. F. Honnen, Los Angeles, Calif.

At night, a dinner was served to one hundred and thirty people after which entertainment and dancing brought a successful and interesting day to a close.

Among the new items of equipment that were exhibited in the Hirsch & Kaye and other booths we mention Pako Printmachine, the new model Pako Dryer and Film Cutter. These new items will be featured in the next issue of *"The Focus"*.

Tiffany Vignetting Powder

A negative with blocked up shadows will produce an unattractive picture. Tiffany Vignetting Powder is applied to back of negative, on the shadows or transparent parts of the negative, to hold back the light of your printer, to bring out the detail that would otherwise be lacking.

Apply with cotton on the end of your finger. You have absolute control of the degree to which you build up the shadows. Easily removed with alcohol.

In modern studios, there will be a package of Tiffany Vignetting Powder for each printer. Supplied in two shades:

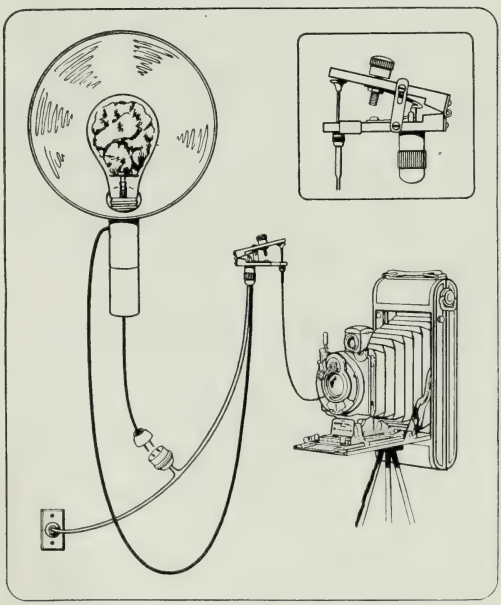
No. 1 Indian Red (dark)
No. 2 Venitian Red (light)

Per Ounce 50 cents.

Order Today from HIRSCH & KAYE

CABLE RELEASE SYNCHRONIZER

FOR HAND AND COMMERCIAL CAMERAS



While illustration to left shows two methods of connecting this device with battery type or city current lamps to a Kodak, it can be used on Graflex or Commercial Cameras as well and from one to a hundred Photoflash Globes can be fired at one time.

If you wish to use a battery type lamp, drill a hole in upper part of battery case and connect the two wires across the present switch (as the Synchronizing Switch takes the place of present switch in flasher).

If you prefer the city current type of lamp, proceed as double line in illustration (series wiring) by cutting one wire and soldering extensions to same, to which connect a receptacle. If more than one lamp is to be used, connect the additional receptacle on both wires of extension, (multiple wiring).

To Synchronize flash with shutter on battery type lamp, the easier way is to set the shutter and be sure the shutter opens wide before flash takes place. To Synchronize to a fraction of a second, it will be necessary to use a dry cell globe which can be bought at any electric or hardware store, and an adapter (which we can furnish) by which you can use a miniature lamp in a standard socket. Take off back of camera and by looking through and making test flashes, you can adjust screw on Synchronizer to operate flash and shutter simultaneously to micrometer accuracy.

To Synchronize flash with city current lamp, proceed as above except, use a regular globe of low wattage instead of battery globe.

Kodak Synchronizing Switch . . . . List **$1.75**
Miniature to standard adaptor, without globe **.30**

In stock at HIRSCH & KAYE

Bargains for the Photographer

8x10 ANSCO STUDIO OUTFIT of latest model complete with 8x10 and 5x7 backs and one film holder each size.
Bargain Price **$110.00**

STUDIO PRINTER with plate glass top, 12x12. This is a home-made printer but was made by cabinet maker and is well made and businesslike in appearance. Illumination furnished by eight globes, each one mounted on a socket that can be moved in any direction, including up and down. One of the most practical printers we have seen in many a day.
Bargain Price **$57.50**

5x7 REVERSIBLE ADAPTER BACK for 8x10 studio camera. See Page 12 H & K catalog.
Bargain Price **$20.50**

#3 CENTURY STUDIO STAND. See Page 14 H & K catalog.
Bargain Price **$22.50**

#4 CENTURY STUDIO CAMERA recently fitted with new bellows. A 5x7 sliding ground glass carriage is included.
Bargain Price **$22.50**

USED FILM PACK ADAPTERS

5	x7	Graflex	**$4.00**
5	x7	Premo	**2.50**
4	x5	Premo	**1.50**
3¼	x4¼	Premo	**1.50**

BEATTIE MAXIMA ARC LAMP. The largest arc lamp made by Beattie offered in good condition at bargain price of **$135.00**

9" MOUNTED CONDENSORS. Will amply cover 5x7 negatives.
Bargain Price **$20.00**



BRIELOFF LAMP, equipped for use with 1000 watt tubular bulb. Mounted on telescopic stand, but can also be used as a hand light. Notice the top, bottom and side wings which give you control of the light.
Bargain Price, complete with cord and 1000 watt T 20 lamp $24.00

6½x9½ OPEN END MANILA ENVELOPES, medium weight. Limited supply at ..... **$3.00 per M**

BACKGROUNDS 8x8 with 7-foot floor extension. Assorted designs. Write for photos.
Each **$12.50**

NO. 1 WRATTEN SAFELIGHT LAMP with Mazda bulb and Series O A Safelight. Ready for use.
Bargain Price **$7.95**

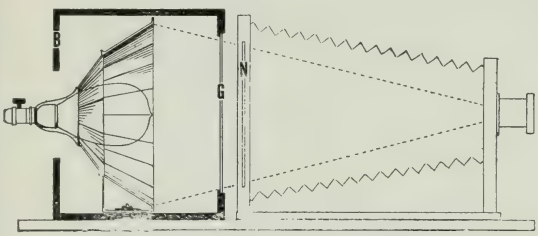
5x12x42 BLUE STERLING TANK. Has been used but is serviceable as a wash or extra tank.
Bargain at **$5.00**

Bargains for the Photographer

CAMERALITE. A powerful twin arc lamp which resembles a large hand camera when closed. Has side wings to control area illuminated, weighs 6 pounds and is designed as a hand lamp or to be used on a table. We call this a good lamp. See Page 51 H & K catalog.

Bargain Price **$10.00**

By the way, have you a copy of "6 Points of Superiority"? Every user or prospective buyer of lighting equipment should have a copy. Ask Hirsch & Kaye for a copy.



PARRALAX REFLECTORS

Convert your view box into a practical enlarger. The illustration shows how easily it is done.

15 E Reflector will cover 8x10 negatives.

Bargain Price **$22.50**

19 E Reflector will cover 8x10 negatives, with more mirrors than 15 E. Has seen longer service than the smaller one.

Bargain Price **$17.50**

BEATTIE BRITELITE REFLECTOR. Mounted on telescopic stand. The reflector measures 12x20 but can be folded in middle for portability.

Bargain Price **$15.50**

PHOTOMAILERS

Notice These Low Prices

234—	5½x11¼, per 100	$ .90
240—	6½x15¼, " "	.90
246—	7½x15¼, " "	.90
160—	12x18, " "	3.50
162—	13¼x17½, " "	4.00

8x10 CARLTON VIEW CAMERA

with carrying case and three plate holders. Condition excellent.

Bargain Price **$17.50**

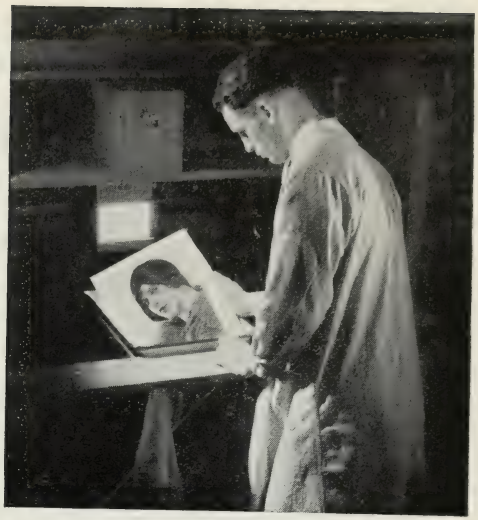
GLASS

			Each
6½x	8½	Ruby or Amber	$ .15
8	x10	" "	.20
10	x12	" "	.24
11	x14	" "	.35
14	x17	" "	.55
24	x30	" "	2.00
24	x36	Orange "	2.75
4	x 5	Thin Clear "	.02¼
5	x 7	" " "	.03½
6½x	8½	" " "	.06¼

MUSLIN SIGNS

Size 12x76. Printed in 2 colors. Read "Films — Developing and Printing — 24 Hour Service". (Also have signs to read "Daily Service".) Please specify.

Bargain Price ..... **75 cents each**



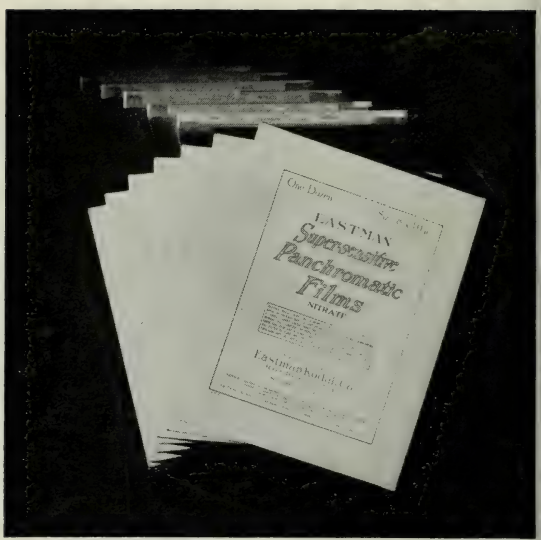
It rivals a

CONTACT PRINT

THE enlargement on Vitava Opal brings to light a wealth of buried detail that is not found in a smaller print. And because it is made specially for portrait enlarging, and has a pleasing warmth of tone, it is not an exaggeration to say that your customers will invariably prefer it to the contact print.

There are ten beautiful Opal grades from which to choose—a variety of surface textures sufficient to please the most discriminating taste. Show Opal samples in a range of sizes and your customers will express their appreciation in orders.

EASTMAN KODAK COMPANY Rochester, N. Y.



Sell the NEW PHOTOGRAPHY

THE merchant who plans a sales campaign considers his merchandise most carefully. Is it new? Is it different? Will it appeal?

The photographer now has the sales opportunity of years. With the use of Eastman Super-sensitive Panchromatic Film, he can produce a new type of photography. He can obtain more natural and animated expressions with very short, or even instantaneous, exposures and the resulting portraits will more correctly reproduce color values so that they require less retouching. From the experience of hundreds of photographers, such pictures —new—different, have an immediate appeal.

Eastman Super-sensitive Panchromatic Film has every portrait quality plus almost unbelievable speed. Use it, talk about it, and increase your sales.

EASTMAN KODAK COMPANY Rochester, N. Y.

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. VIII MARCH, 1932 No. 3



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Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

Artura Iris

for portrait prints by contact

Interprets the values of the portrait negative with that abundant measure of tone vigor and richness that distinguishes the IRIS print alone.

The variety of the ARTURA IRIS surfaces permits a discriminating selection in keeping with the standards of quality portraiture.

Defender Photo Supply Co., Inc.

ROCHESTER, NEW YORK

THE FOCUS

Published Monthly in the Interest of Professional Photography by Hirsch & Kaye
239 Grant Avenue, San Francisco

Vol. VIII MARCH, 1932 No. 3



INTRODUCING—
Edris Morrison

Edirs Morrison tells us she is a photographer not because of special artistic inclination, but because of her ability to talk and to bring in business. But isn't that the very requisite of business these days?

She is a native of Portland, Oregon, of Scotch-English descent. She was raised in a theatrical atmosphere, especially the old Baker Theatre. Her early ambitions, naturally, headed for the stage.

Ten years ago she needed work and responded to an advertisement for a receptionist. She got the job which she soon made a position for the next ten years. Then she went to the mountains for a few years, to return in 1925 to open her own studio, which she has on Tenth Street near Alden, in Portland.

The early lure of the stage has not been forgotten. The theatre is still her hobby. She is a trustee of the Portland Civic Theatre and frequently plays leading parts.

She also likes radio. She is a member of the K.O.I.N. staff where her sister is dramatic director. We believe hereafter Focus readers in the northwest will tune in on K.O.I.N a little more frequently.

←⁘→

BUSINESS FIRST

No one can function in commerce unless he has business sense. Business needs idealists, humanitarians, craftsmen and golden rulers, but these types are merely in the way unless they have business sense.

A business is obliged to make profits its first aim, and if it does not, it is in danger of being eliminated.

Failure to recognize this basic fact leads many to indulge in criticism of business that is entirely beside the point. It leads well-meaning idealists to dissipate their capital and many fine artisans to file bankruptcy petitions.

Just as the most important duty of an automobile driver is to keep his car on the road, so the most important task of the business man is to keep his balance on the right side. Men who can't make ends meet can't function as business men.

The great men of commerce are business men first and idealists second. Like all great leaders, they keep just a few paces ahead of their followers.

—William Feather.

←⁘→

RUMOR

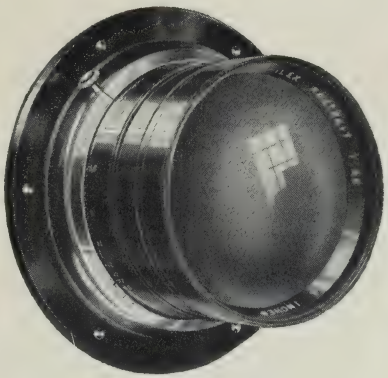
Rumor is a forked-tongued serpent.
It moves with lightning speed,
Everywhere vomiting its evil-odored spleen,
Polluting and destroying,
And finally perishing in its own venom.

—Burt C. Hoffman.

←⁘→

Reunions are the vogue in this country, but the thing most generally needed is making both ends meet.

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY **ROCHESTER, NEW YORK**

OPPORTUNITIES!

That is what portrait and commercial photographers have, when they use HAMMER emulsions for their negative work.

Sensing the spirit of the times, constant and drastic adjustments have been made by the HAMMER Co., enabling them to put into photographers' hands negative materials of real merit.

Remember, there are "Special Brands for Special Work." Send for our little portfolio of prints—it's yours for the asking. Write today.



HAMMER DRY PLATE CO.

OHIO AVE. AND MIAMI STREET
ST. LOUIS, MO.

159 WEST 22ND STREET
NEW YORK CITY

A Promise is Only a Promise . . .
But Performance is History!

SINCE 1886

46 Years

of intelligent, helpful service to photographers.

•

You are invited to avail yourself of this varied experience.

•

Make us your logical source of supply.

•

Hirsch & Kaye

The largest independent photographic stock house in the West

Novel Display

Here's a suggestion for an out of the ordinary piece of display for the photographer's window or case.

Select a negative of a full figure subject (preferably seated) and make an *Ivora* or *Kotava* print, which should be tinted.

Make a cut-out of the figure. This is easily done with either *Kotava* or *Ivora* which are sufficiently thin and flexible.

Then pick a swing frame, silver or neutral finish, remove the back and cut a piece of black chiffon so that it will stretch smoothly over the frame opening when it is tacked or otherwise fastened into the rear grooves of the frame. A cardboard that fits the frame can be used as a guide in cutting the chiffon.

Mount on the chiffon the silhouette colored *Ivora* print, and display the frame in a position a foot or two away from a neutral gray or tan background and illuminate it from in front of the frame.

The background should be perfectly flat without folds or creases. The gray or tan tint is suggested as harmonizing with a colored print.

The image stands out in relief and the effect is very attractive. It is one of those simple things which make people stop to look.

Give thought to the proper presentation of commercial prints which are expected to impress the prospective customer at first glance. A dramatic composition, a first-class negative, demand and deserve a fine print to bring out every detail of excellence. Only a paper of highest quality will answer the purpose—and that paper must possess an inherent distinction all its own to enhance the appearance of the photographer's best work. With Gevaert PRINTEX *(characteristically a sparkling blue-black in tone, uniform through the six degrees of contrast available), the discriminating commercial man can lend to his work the final effective touch which impels wavering prospects to become customers. A trial will quickly establish the superiority of this outstanding paper for commercial prints—shall we send samples?*

PRINTEX

Gevaert
FOR PERFECT PICTURES
Call it "GAY-VERT"

ALL
GEVAERT PRODUCTS
FOR SALE BY
HIRSCH & KAYE

THE GEVAERT COMPANY OF AMERICA, INC.
423-439 West 55th Street
NEW YORK
Chicago—160 E. Illinois St. at Michigan Ave.
347-349 Adelaide St., W.—Toronto

Kodak Colors Now Supplied In Large Tubes

Widely approved by professional photographers, Kodak Transparent Oil Colors are now supplied in large individual tubes which are a convenience and economy for those who color large numbers of photographs. These tubes, priced at 60 cents each, contain approximately six times as much color as those furnished with the Kodak Oil Color outfit. All of the following colors are available: Scarlet, Rose, Flesh, Flesh Shadow Cool, Flesh Shadow Warm, Orange, Violet, Warm Brown, Raw Sienna, Dark Green, Medium Green, Yellow, Chinese Blue, Neutral Gray, Opaque White.

Other coloring materials now supplied in larger sized containers are: Transparent Medium in six-inch tubes, 60 cents each; Sizing Fluid, eight-ounce bottle, 65 cents each; Cleaning Fluid, eight-ounce bottle, 65 cents each.

Kodak Transparent Oil Colors have been made specially for photographic use and, as only the photographer's requirements have been considered, they embody distinct advantages that are readily recognized by all who use them. They are easily applied because they are finely ground by a special process. No sizing is required for any matte surfaced papers, permanency is assured, and the colors will not bleach or otherwise injure the photographic image. These points are all of great importance in producing and selling high grade color work.

The colors are carefully chosen to suit their use. The flesh tint truly represents flesh and the warm and cool flesh shadow colors fit their purpose equally well.

For those whose volume of work does not warrant the large tube, the Kodak Transparent Oil Color outfit is available at $3.75. The outfit presents the ideal means, as well, of trying out the colors with the idea of buying large tubes later as required.

THE GREATEST GIFT

It wasn't the money you gave the chap
When you found him down and out—
'Twas the faith you restored when you bettered his hap
That had filled him with bitter doubt.

It wasn't the food that your money brought,
Or the clothes he had needed so,
But the spirit change that your kindness wrought
When you set hope's lamp aglow.

It isn't the human of blood and bone
Served most when you heed love's call—
'Tis a human heart just like your own;
It hungers most of all.

—Strickland Gillilan.

NATIONAL CONVENTION IN JULY

The National Convention of the Photographers International Association of America will be held in Detroit, July 18 to 21. There will be no registration fee to attend this convention and every photographer in the United States and Canada is welcome to attend, even if he does not have a membership in the Association.

This rather unusual offer is made because the officials of the P. I. A. of A. believe that now as at no other time professional photographers need all the aid they can obtain along business lines. Additional information about this convention and the P. I. A. of A. in general can be obtained by writing direct to the Association, Park Avenue Bldg., Detroit.

Whenever you take a baby's picture, find out from its mother the date of its birth. Keep a card file of the dates, and each year when the baby's birthday draws near call up the mother and tell her how fine it would be to have a picture of the baby taken on its birthday. You'll get a great deal of extra business this way.



The Word to Emphasize

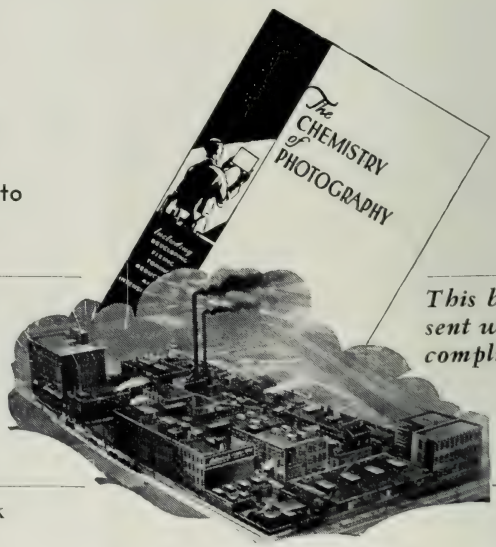
When ordering photo sulphite, as in the case of other photographic chemicals, there are good reasons why it is advisable to specify MALLINCKRODT'S Photo Sulphite . . .

1. It is free pouring—
   No caking
2. It is easy to weigh accurately
3. It makes crystal-clear solutions

It is also one of the co-ordinated line where each chemical works in perfect harmony with the rest.

That you may test the advantages of this co-ordination, we offer the following group assortment, postpaid to your studio, for $2.00. Send this trial order to the home office in St. Louis.

- 1/4 lb. Acid Pyro Crystals
- 1/4 lb. Hydroquinone
- 1 oz. Pictol
- 1 lb. Alum Potassium Photo
- 1 oz. Potassium Bromide
- 1 lb. Sodium Carbonate Photo
- 1 lb. Sodium Sulphite Photo



This book sent with our compliments

Mallinckrodt

Second and Mallinckrodt Sts.
ST. LOUIS, MO.

CHICAGO PHILADELPHIA NEW YORK
TORONTO MONTREAL

A New Defender Paper

For Commercial Photography and Photo Finishing

The new arrival is APEX, for Commercial Photography and Photo Finishing; and made accordingly in *six* grades of contrast.

In these six APEX grades there is coverage ranging from the usable extreme of print softness to the maximum of print contrast. APEX multiplies good print possibility; because of its provision for negative variation and, notably, because each grade fits naturally into its proper place. A very exact and even separation between the grades will be found.

These allied features — coverage and grade separation—are of well recognized importance to the Photo Finisher and Commercial Photographer. Their advantages are further strengthened by *uniformity of tone color*. APEX is notable in that respect, too.

The tone-color may be described, for want of a more distinctive term, as a "platinum" black. It is a type of tone not excessively "cold" and one which harmonizes perfectly with the specially selected pure white APEX stock.

Ferrotyping requirements have not been overlooked. *Glossy* APEX tins beautifully—and easily—with an all-over smoothness and gloss that is without imperfection. APEX offers no difficulty in machine drying, either belt or drum.

Looking over the list of APEX grades and surfaces it will be found that they are printed in order from *Extra Soft* to *Hard*.

The first three listed—*Extra Soft, Soft* and *Soft Medium* are ideally suited to Commercial photographic work. They give the *professional* standard of gradation; softness and brilliancy.

The Photo-Finisher will take up at about the *Soft Medium* stage and carry on through *Medium, Hard Medium* and *Hard,* finding in these four grades all, or practically all, of his print-making provided for. For either worker, reaching downward or upward, as the case may be, will bring in just about the limit of corrective quality for the range of negative with which he works.

Sample print sent on request

APEX—Grades and Surfaces

GRADE	SURFACE
No. 00—Extra Soft	A—Semi-matt, Single Weight
No. 11—Soft	B—Semi-matt, Double Weight
No. 22—Soft Medium	S —Glossy, Single Weight
No. 33—Medium	T—Glossy, Double Weight
No. 44—Hard Medium	
No. 55—Hard	

NOTE: Each Grade of Contrast (column at left) is furnished in all four surfaces listed above.

APEX—Condensed Price List

	Single Weight-A or S		*Double Weight-B or T*	
Size	*Dozen*	*Gross*	*Dozen*	*Gross*
4 x 6	$ -----	$1.60	$ -----	$2.00
5 x 7	.25	2.35	.30	2.95
6½ x 8½	.40	3.65	.50	4.55
7½ x 9½	.50	4.60	.65	5.75
8 x10	.55	5.20	.70	6.50
11 x14	1.00	9.95	1.25	12.45

APEX—500 Sheets

Size	*Single Weight*	*Double Weight*
2¾ x4½	$2.85	$3.55
3⅞ x5½	4.55	5.70
4 x6	5.05	6.30
5 x7	7.40	9.25

HIRSCH & KAYE *Have It*

A PAPER FOR FINER PROOFS

There is a wonderful dollars-and-cents difference in orders obtained from proofs that give customer satisfaction and those that create disappointment.

The photographer who spends money on newspaper advertising, direct mail, personal solicitation or other means of getting business, knows what it costs to obtain a customer. He tries to make every sitting as profitable as possible, yet all too often he delivers unsatisfactory proofs that set up an immediate sales resistance to defeat his purpose.

Vitava Opal T has been produced to supply the ideal medium for making the proof—a means of enhancing its value as a sales aid.

You can no longer expect to please your customers by showing proofs which have no semblance to the finished product. The assurance that all blemishes will be removed and corrections made admits their existence. This is bad psychology, even if the sitter does not express disappointment. There is always the feeling that there were faults to correct.

On the other hand, a few well-placed strokes of retouching will take out most of the roughness. If there are defects that require the etching knife, it is good policy to use it. Then the proof should be carefully made on a paper of suitable quality similar to the one that will be used for the final prints.

The result is satisfaction from the showing of proofs to the delivery of finished work. The order is always larger, more profitable, and is secured with less effort. The actual work entailed is small compared to the results obtained. The additional cost is negligible.

Vitava Opal T is a paper of medium weight, fine grain, and smooth enough for small heads, yet the minimum amount of retouching will show with an enlargement of several diameters. This paper has the same speed and scale as other grades of Vitava Opal, so a proof of proper softness and gradation is assured.

Give this matter of proofs your careful thought and consideration. Can you afford to trust proof making to an apprentice? Is it reasonable to expect your receptionist to sell a large order from rough proofs, full of defects, which look nothing like the prints you promise to deliver? Precedent has had much to do with the continued adherence to this antiquated idea. It is high time it was discarded, and it has been by many successful studios. The public demands service, is willing to pay for it, and will go where it is to be had.

If you are not convinced that a finer quality of proofs will produce greater satisfaction and better orders, try retouched, finished Vitava Opal T proofs on half of your sittings. You won't need further evidence.

Vitava Opal T is only slightly lighter than a double weight paper and is listed at the same price as Opal single weight. It has all of the Opal quality and is equally fine for contact printing or enlarging. Ready for delivery April first. Place your order now, to insure early delivery.

A Plan To Get Business In The Off Season

In the September issue of the Camera we read of a plan to get business during dull periods in photography. The plan is so easy to carry out and proved so effective in the case of the man who tried it, that we believe readers of *The Focus* will be interested in hearing it.

The plan originated with a minister of a church that had a "Cradle Roll," which is a registered list of babies in the congregation. The minister thought it would be a fine thing if photographs of every baby in the "Cradle Roll" could be placed in a conspicuous place in the vestibule of the church.

The minister approached a photographer in his town with the plan and the photographer agreed to make the photographs without cost. That is, he agreed to make one print to be given free to the church. If the parents desired additional copies for themselves, they were to pay regular prices.

A letter was sent to the parents of each member of the "Cradle Roll", enclosing a courtesy card to be presented at the studio. The card read, "Mr. and Mrs. John Smith, present this card to the Jones Photo Shop for the picture of Elsie Smith, to be used on the records of the 'Cradle Roll' of the First Christian Church."

There were seventy-nine children on the "Cradle Roll." Three of them were sick. Every other child was photographed by the studio within the time limit. The sick ones were photographed as soon as they were well. More than 75 per cent of the families ordered additional pictures for themselves. The name of the studio was placed on the pictures displayed at the church and this led to other business.

Most churches have cradle rolls and doubtless would welcome a suggestion featuring it in this way. In the particular church mentioned above, a special service was held in which a large picture, containing the seventy-nine individual pictures, was unveiled. The church was crowded and everyone was pleased.

This is an excellent idea which can be used in towns of any size.

Fotofloodlite Bulbs

The popularity of the 64 volt bulb has led the manufacturers to produce another bulb, slightly smaller in size, but equally powerful. The new bulb is designated Foto Floodlite and has the popular inside frosted finish. The rated life of the bulb is approximately two hours of constant burning on 110 circuit. As the time of an average exposure requires the use of the full strength of the light for only a few moments, you will get a lot of service from each globe. The strength of each globe is approximately 400 watts.

The list price is 35 cents. Attractive discounts, for resale, are quoted on request. Suitable reflectors at $1.25 each. Order a supply of bulbs and reflector today and bring your lighting equipment right up to the minute.

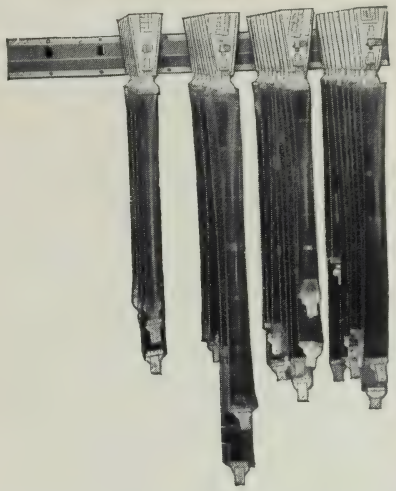
Hirsch & Kaye have it.

1932 will be just what we make it.

Better Pictures— Greater Profits

Any photographer who wants to learn how to make better pictures by artificial light can get a deal of valuable information by writing to the Halldorson Company, 4500 Ravenswood Avenue, Chicago, Ill. They have quantities of valuable information on lighting that they will give you for the asking. This is but one of the many services offered by this maker of high-grade lighting equipment for professional photographers.

Pako Multiple Roll Hanger



A fast-loading hanger that keeps Film and Order together through developing, washing and drying. Handles 10 or 18 rolls as easily as a single roll. Cuts dark room labor and time—relieves congestion.

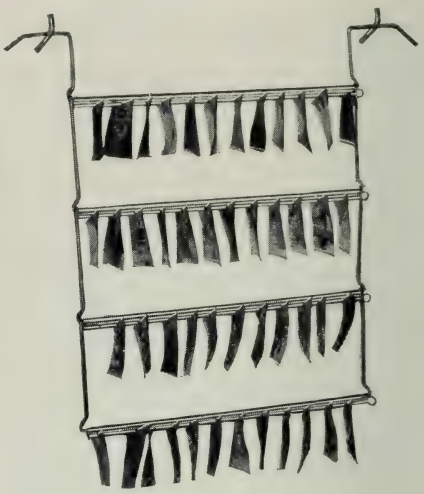
A practical means of handling summer rush. The cost of Pako Hanger capacity is only 30c per roll, whether you want 10-Roll Hangers for 12-inch tanks, or 18-Roll Hangers for 21-inch tanks.

PRICES

No. 10 Roll Hanger—10 units for 12-inch tanks	$ 3.00
Outfit A — 50-Roll Capacity — 5 No. 10 Hangers and 2 Wall Brackets for loading	15.00
No. 18 Roll Hanger—18 units for 21-inch tanks	5.40
Outfit B — 90-Roll Capacity — 5 No. 18 Hangers and 2 Wall Brackets for loading	27.00
Wall Rack, for holding the hangers while films are drying, each	.75
Extra units, including plate and film clip	.30

Special Size Hanger to fit any size tanks can be furnished to order.

Dye (Pako) Film Pack Hanger



Handles Film Packs with exactly the same advantages as the Pako Multiple Roll Hanger.

Easily loaded and unloaded — adaptable to any size of finishing plant or studio. Made in 3 sizes for tanks of various dimensions.

No.

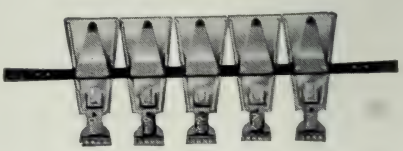
6—10 inches wide, 7 inches deep— 6 films.
12—13 inches wide, 7 inches deep—12 films.
18—18½ inches wide, 7 inches deep—12 films.

PRICES

Master Hangers, No. 6 and 12, each	$1.00
Hanger Units, No. 6 and 12, each	1.00
Loading Stand, No. 6 and 12, each	1.00
Extra Needles, No. 6 and 12, each	.15
Master Hangers, No. 18, each	1.50
Hanger Units, No. 18, each	1.50
Loading Stand, No. 18, each	1.50
Extra Needles, No. 18, each	.20

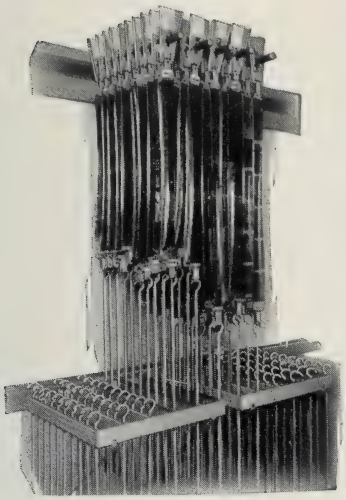
Pako New No. 5 Rigid Roll Hanger

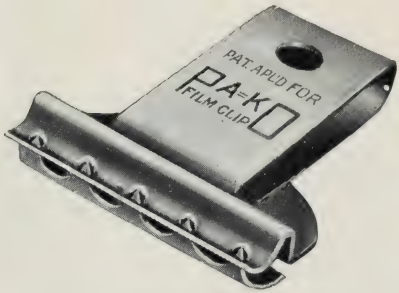
The stick, or rod, is in two pieces, between which are clamped the hanger plates. To each is fastened a spring clip for holding order blanks or envelopes without folding. You can leave extra negatives right in the order envelopes and send the whole order through the dark room together. The No. 5 Hanger takes five six-exposure rolls, which will extend the long way across a 48-gallon stoneware tank.



	Price
No. 5 Rigid Roll Hanger	$3.00

Pako Film Clip





Far superior to the ordinary brass, nickel plated clips.

A heavier, stronger film clip designed expressly to give longer service life.

Extra large jaw opening facilitates loading. Film cannot be inserted too far, thus keeping film in good condition. Wide jaws give firm grip on film to prevent tearing out and dropping into developer. Chemicals drain off without staining the film. Ideal for bottom weight for tank development.

Price:

Gross	$15.00
Dozen	1.50

Pako Multiple Weight Unit

Designed to work with Pako Multiple Roll Hangers or any hanger of similar type. Prevents films from twisting and curling when drying. Straight films save much time in cutting, printing, and sorting.

This practical outfit requires practically no time to operate, and has been in actual use in many photo finishing plants for some time. Results prove that it saves time and money, especially during rush seasons.

60-Roll Capacity	$27.00
108-Roll Capacity	48.00

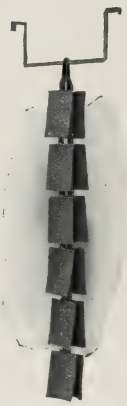
Roll Film Hanger

For suspending roll film Pack Developing Hangers in deep tanks as shown in illustration (see next column—film pack hanger). Made of incorrodible metal. No. 1 is for the 8-inch tank, No. 2 for 10-inch tank, No. 3 for 12-inch tank, No. 4 for 11-inch tank, and No. 5 for 9½-inch tank.

Eastman Film Hangers, each $0.35

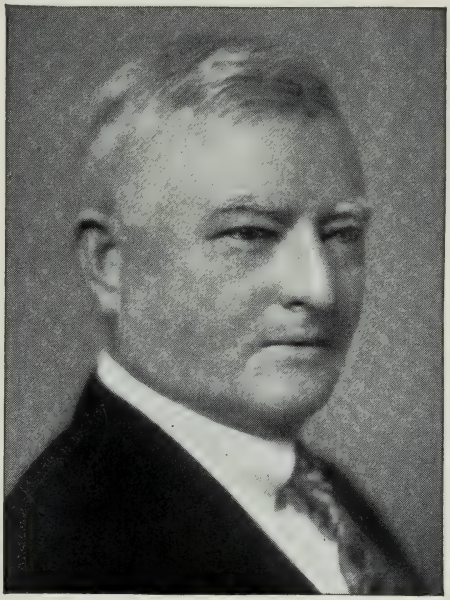
Film Pack Developing Hanger

To all finishing departments employing the vertical tank system, this hanger proves indispensable. Each accommodates an entire Film Pack, the twelve films being fastened to the clips as shown in the above illustration. For hanging it is doubled over the Eastman Film Hanger by means of a hinge in the center.



Film Pack Developing Hanger, for twelve films	$1.50
Extra Clips for Hangers, per dozen	.90

A Fine Lens For Many Uses



Wollensak
Series II
Velostigmat
f 4.5

(Hon. John Garner,
Speaker of the House.
Photo by Harris & Ewing,
with a Wollensak Lens.)

IN THE WOLLENSAK VELOSTIGMAT, Series II, you have a lens that produces admirable effects in five distinct fields:

1—General studio work,
2—Home portraiture,
3—Speed work with reflecting cameras,
4—Commercial and view work,
5—Copying and enlarging.

You may have one of these surprisingly versatile lenses for trial before you buy. Write today. Literature free on request.

●

Wollensak Optical Co.

Rochester, New York






Our Salesmen Tell Us

Mr. Clinch, for many years operator in the Whigham Studio on Mission St., San Francisco, died on February 9. His death folowed an operation and from all indications he prepared for an unfavorable reaction.

♠ ♠

After many years of activity in eastern California, the **Thompson Studio,** now located in Susanville, was closed. The studio was first started in Loyalton and was noted for its collection of Indian pictures and unusual pictures of the Mount Lassen country and the High Sierras. And so another prominent name associated with the past is dropped from the list.

♠ ♠

Joe Rogers, Sacramento photographer, has returned from a four and one-half months vacation in Italy. We would like a vacation like that ourselves.

♠ ♠

Mrs. J. G. Thompson, wife of a Santa Rosa photographer, underwent a serious operation for tumor on March 2. We are glad to report that the results were satisfactory.

♠ ♠

Frank Jones, a former Portland photographer, sent a few days in San Francisco. He plans to return to Portland and engage in photo-engraving and color photography.

R. J. Baker, Honolulu photographer, recently sent us some photographs and newspaper clippings about his excellent photomicrographs. His studies of plant life class him as scientist. He certainly knows his microscope.

♠ ♠

Norman Cooke has purchased the Ward Studio in Tulare.

♠ ♠

The **Reed Studio,** formerly the Oaks Studio in Oakdale, has been closed.

♠ ♠

It is reported that the **Tucker Studio** in San Jose has been sold.

♠ ♠

Have you a lens, a camera, a dryer or other equipment for which you have no further use? Tell us what you have. Perhaps we can allow you something on other equipment for which you have greater need. This is not a promise, but no harm can come from telling us.

♠ ♠

R. H. Clarkson has opened a studio at 131 North Sutter Street, Stockton.

♠ ♠

According to invoices on file we will soon have new equipment to offer you. The new lines include a dandy spotlight for $25.00, new Fotolites and a line of reflectors for 64 volt and Foto flood lamps.

Automatic from Printer to Dryer!



PAKODOPER

With the PAKODOPER and the PRINTMACHINE in your plant, prints go through with clocklike regularity. No longer do you have to lose much valuable time each day changing batches in fix and wash. During the rush hours first thing in the morning or right after noon time, all attention can be given to film cutting, printing and doping. Batches are changed *automatically* from bath to bath in the PRINTMACHINE with no supervision needed at all.

The simplified PAKODOPER is a fast, automatic machine that does exactly the same good job as the PAKODOPER in use for so many years. It is simplified in construction, slightly smaller in size and extremely low in price. It handles the work of two or three fast printers, and does it easily. Its capacity is approximately one thousand prints per hour. One operator is needed for the PAKODOPER.

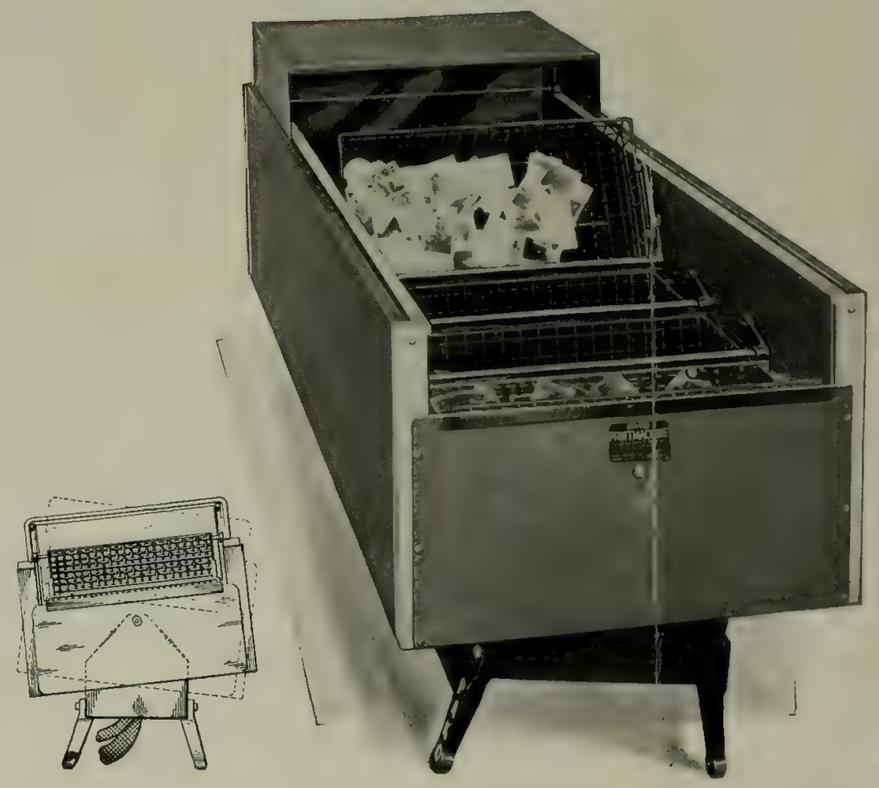
Two or three printers may be grouped around the conveyor table and prints as they leave the printers are tossed upon the belt which is constantly moving toward the developer tray. As they reach the developer tray, they are gently but surely submerged in it. While in the developer, they are slowly agitated and when properly developed are removed by the operator and tossed into the acid short stop tray of the PRINTMACHINE.

The PRINTMACHINE is in principle the Gang Rocker or Rocker System refined, improved and made entirely automatic. No special operator is needed. The same operator who handles the dryer can remove the prints from the drain rack, for the machine requires no other attention.

At regular intervals, each of the print baskets in turn is automatically lifted, the solution is allowed to drain back into the trays and the prints are then dropped into the next tray. This process is continuous — only one basket being lifted at a time.

During this *automatic* and *exactly* timed journey from acid short stop to dryer, the machine has been gently rocking from side to side constantly agitating prints and insuring proper and thorough fixing and washing. Consequently, your prints from the time they left the printers until they were ready to be dried have had the attention of only one person, all other employees being released for other duties; the prints have had careful development, uniform fixing and washing, and they have been properly timed in each bath and have been agitated properly during each of these processes.

Two hypo baths and two washes are recommended and provided for in the PRINTMACHINE. This is double surety of proper fixation and washing. The first hypo bath will naturally become weakened more quickly than the second, and the second gives you the added assurance of proper fixation.



PRINTMACHINE

Any finishing plant layout should include one or both of these PAKO machines. Take the guesswork out of your doping, fixing and washing. If you are using old, antiquated methods, replace them with the PAKODOPER and PRINTMACHINE. They will save you money every day they are in operation, and in addition will guarantee you more uniform and satisfactory print quality.

The PAKO Engineering Department will gladly confer with you as to any rearrangement of your production layout, and show you how yon can include the PAKODOPER and PRINTMACHINE and speed up production profitably.

The Pakodoper - Now $330 - (A year to Pay) - The Printmachine $750



Pako Film Cutter

Here is a new machine that is going to save a lot of time and money in finishing plants.

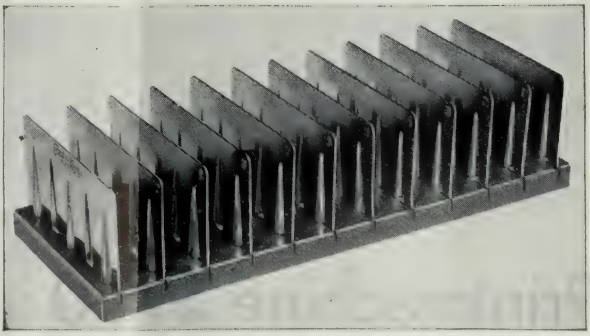
The PAKO film cutter is a compact unit that does away with the excessive time and uncertainty of film cutting on tables and with trimmers. In front of the operator is a convenient polished film trough along which the film is guided to the knife where it is cut smooth, clean and straight. Behind the knife is a lighted surface, enabling the operator to judge and sort films prior to printing.

A foot treadle operates the cutting knife. Behind the polished film trough are a series of partitions for filing film ready to be cut and sorted. You will note from the illustration that the order envelope may accompany the film through this operation.

The machine is made of metal entirely, and finished in polished and crackled enamel surfaces. Immediately under the cutting knife is a drawer for scrap. The PAKO film cutter will save many hours of time each week, and will soon pay for itself.

Price - $45.00

Pako Sorting Rack



PAKO Print Sorting Racks have finished wood bases with metal partitions — aluminum for lightness, beaded for strength and rigidity. They nest together for storage and will give years of service.

Price . . . $3.00 each

Roll Film Development

The correct development of roll film is one of the most important factors in photo finishing. It has been very aptly said that a film can be developed but once, which means that every effort should be made to do the job right. Properly developed films make for better prints—greater speed in printing, and fewer makeovers. A little extra care is well worth while.

One of the first essentials is to have the film developing room well ventilated. To obtain proper ventilation the air should be changed completely every few minutes. A ten-inch propeller fan will handle about 300 cubic feet of air per minute, sufficient for a room containing 4,000 cubic feet which is much larger than the average film developing room. A very good article about ventilation is given in the Commercial Photo Finishing booklet, sent on request.

It is also very important that the room where the films are processed be properly illuminated, this means having all the light consistent with safety. Kodak Verichrome Film has made it necessary to use a deeper red light than formerly. However, if enough lights are used and they are spaced right, there should be enough light to work by.

The No. 2 Wratten safelight used with a ten-watt bulb in a Brownie or Eastman Safelight Lamp should be safe for five minutes at a distance of six feet, two minutes at three feet, one minute at one and one-half feet. The amount of safety required must be determined by each finisher for himself. Remember that to keep the eye at its greatest sensitiveness it should be protected from all direct light.

Make sure that all white light is excluded from the dark-room. This may come from leaks in the safelight lamps as well as outside. The ceiling and walls can then be light in color. A good arrangement is to have the ceiling and upper half of the walls a light cream and the lower walls medium grey.

This color scheme will give ideal general illumination with Eastman Indirect Light boxes, so that you can turn from stripping films to any other work in the room without placing any strain on the eyes. One Indirect Light Box suspended two feet from the ceiling should be used for each 150 square feet of ceiling area.

For direct illumination at the film marking table we suggest the Kodak Safelight Lamp, over the tanks the Eastman Safelight lamps which may be hung so that they can be raised or lowered to any desired position by attaching a cord to the cable two or three feet from the ceiling and running this over two pulleys, one near the ceiling connection and the other near the wall. A counter balance of the same weight as the lamp should be attached to the cord.

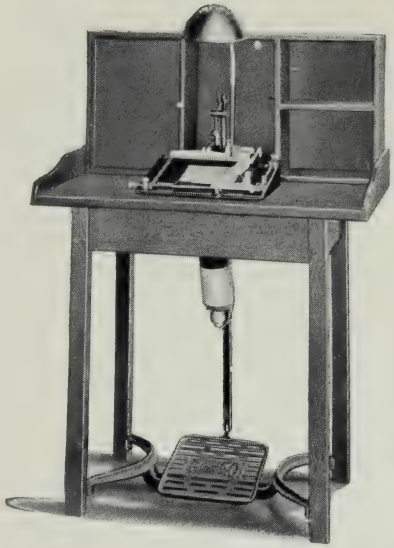
Ceiling cord switches may be used on the Indirect Lights, and in addition it is advisable to have these, and all other safelights in the room controlled by a master switch placed near the entrance. The white light should be on a separate circuit and controlled by a key switch also near the entrance which overcomes the danger of accidentally turning on the white light.

Just a word about handling film before developing. Quite frequently roll film negatives are submitted to the manufacturers which show fine hairlike irregular black lines sometimes extending the full length of the roll. Where these vary in form in different negatives and are not parallel it is evident they did not occur when winding the film through the camera.

Quite a number of operators when stripping film hold the roll in the left hand removing the paper with the right hand. The upturned fingers of the left hand are underneath and unless care is

(Continued on page 21)

Pako Model B Printer



This standard printer for Commercial photo finishing will give new speed to slow printers and raise the quality of careless or inexperienced help.

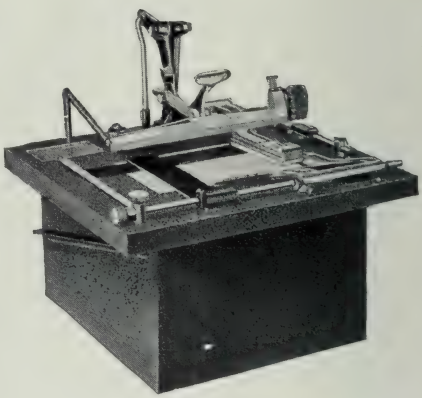
Easy to operate, flexible. High speed for short run work. Platen operated by foot treadle, leaving operator's hands free. Automatic numbering device. Adjustable, universal masks, many other special features. A speed of 350 prints hourly is easily attained. Most operators will do better. Price $100.

• • •

Pako Junior Printer

A light, portable, yet strong printer that will give long dependable service. Has same printing head as Model B, excepting that platen is hand operated.

Designed to be used on work table and removed when not needed. A good "reserve" capacity for rush periods. Has divided platen, automatic numbering device, universal adjustable masks, negative holder and paper register guide with printing light automatically controlled. Price $55.



Helpful terms available to aid you become Pako equipped

Roll Film Development

(from page 19)

taken the ends of the fingers (particularly if the fingernails are long) will come in contact with the sensitive side of the film. Then as the film is pulled off the spool scratches result. It is a good idea to insist that your operators keep their finger nails short.

Film developing has been simplified through the use of semi-automatic machines and there is no question but that they make for better average results where consistent care is given. Whether machines are used or not, the essential facts of film development are about the same.

It is very important to use chemicals made for photographic purposes, standard formulas and also to mix the solutions according to the method recommended.

Use a thermometer to determine the correct temperature for mixing. Do not guess. It simply can not be done with any degree of accuracy. When water at 125° Fahrenheit is called for, use it at this temperature, not boiling. A good general rule for temperature is to mix, store and use the solutions at the temperature recommended by the manufacturers.

Apparatus used for mixing and containing photographic chemicals becomes discolored and sometimes coated with decomposition products. It is important to keep such apparatus clean. You will find information about cleaning clips, tanks, and trays in the Commercial Photo Finishing booklet. Photo Miniatures Nos. 200 and 201 entitled "Handling and Mixing Photographic Chemicals and Solutions" by J. I. Crabtree and G. E. Matthews should be in every photo finisher's library.

Probably the majority of photo finishers are now using Formula D-75 known as Long Life Deep Tank Developer for Roll Film. It would also seem that some finishers think this developer will "live" forever or in other words that it is something like perpetual motion. Nothing could be further from the truth. As the developer becomes exhausted there is a loss of shadow detail, and no amount of revival will overcome it. The developer changes with use, there being a depletion of the developing agents such as Elon and Hydroquinone with an accumulation of restraining products, namely, developer oxidation products together with sodium bromide and sodium iodide. These restrain the action of the developer the same as potassium bromide which has an effect similar to that produced by under-exposure.

The long life developer D-75 will nearly always show lack of shadow detail before it stains or fogs, so that even though the negatives are clear and do not show any stain it is well to occasionally develop a test film. A record should be kept of the number of rolls developed each day.

The importance of not attempting to use a developer for too long a period can not be urged too strongly.

(Will be continued in April)

←❖→

Many an otherwise good frame is spoiled at the finish by lack of care, one of the most frequent causes of trouble being in the gluing of joints. Never use a big brush for this work; it not only wastes the glue but makes a mess. If this is done it will prevent accumulation and disorder in the workshop.

Short pieces of moulding are often wasted in a similar way. If they belong to a pattern no longer being stocked, take the earliest opportunity to make them up into frames, even if they will make only small-sized ones. The money got back will more than pay the cost of the moulding, glass and backing, even if it does not show much profit. The smaller lengths of moulding which are still in stock should be placed in front of the larger pieces, so that they may always be examined to see if a short length can be put to advantage, before a full length is started upon.—*Art Trade Journal.*

←❖→

No man works quite as hard as he would like to have his wife believe.

PAKO GLOBE WASHER



This small washer takes a load of 120 to 150 average size amateur prints and washes them thoroughly in just a few minutes. Requires no attention except loading and unloading. Is portable, and can be used on drain board or in sink.

It is motor driven, and in every way is similar to the well known PAKO washer, yet while considerably smaller, provides remarkable print capacity.

Tank and cylinder made of heavy Armco metal, finished in aluminum.

Price with motor.....$75.

PAKO PRINT WASHER



Especially valuable in commercial studios or in laboratories where many prints of larger sizes are handled. Will take 250 average size amateur prints per batch, larger sizes in proportion.

Perforated drum rotates gently in tank of constantly changing water. Drum is electrically driven, and disengages from drive when raised by foot lever. Cover serves as drain tray. Prints are removed without wetting arms. No attention except loading and unloading. Price $125.

Film Notches

When you load film holders with film you should be able to tell the grade of film without the need of light. Film is now notched so that you can "feel" the brand. Each of the ten brands is designated by its own code.

A copy of this code will be handy. Write to Hirsch & Kaye for your copy, and order any amount of film you may need.

←❋→

O-M-I PHOTOGRAPHERS ASSOCIATION INVITES YOU TO EXHIBIT

Perhaps one of the most successful Photographers Association is the O-M-I which will hold annual convention at Cedar Point, Sandusky, Ohio, August 1 to August 5. Photographers in all parts of the United States are invited to exhibit their prints which will be received for display up to July 20.

This exhibit will be open to professional photographers in all parts of the United States and other countries without limit. You need not be a member of the O-M-I to compete. Fifteen gold, silver and bronze medals are offered in the portrait group, and nineteen bronze medals in the commercial group. There are also many additional Blue Ribbon awards.

Entry blanks can be obtained from Hirsch & Kaye.

←❋→

PROFESSIONAL SERVICE

One of the reasons we are so enthusiastic about our work is the uncertainty of what the future will bring. Each day brings a new experience to each of us, sometimes humorous, occasionally tragic, but always full of interest.

Consider, for instance, an order that arrived at the Service Desk. Would we please give the negatives to a retoucher with these instructions:

Fill tooth
Remove hair pin
Remove goiter
Keep smile on girl's face

The service was rendered by an artist whose advertisement appears in *The Focus* under the appropriate heading: "Professional Service."

←❋→

BEACH MULTI-FOCUS LENS

The March-April issue of "Studio Light" contains an interesting article about Mr. Howard Beach, the inventor of the well known Multi-Focus lens that bears his name. "Studio Light" also contains numerous illustrations of portraits by Mr. Beach, and all photographers should now refer to their copy of "Studio Light" and make a study of these pictures.

There are already numerous Beach Multi-Focus lenses in use in the Western States, and we remind "Focus" readers that these lenses are cheerfully sent with privilege of trial and offered with terms of monthly payment. Suppose you try one for your camera.

←❋→

PICTOL IN WIDE MOUTH BOTTLES

Have you noticed the new style of bottle in which PICTOL is furnished? Wide mouth, with convenient screw cap, invite you to use PICTOL frequently and with ease. Of course, there are other reasons why you should use PICTOL, such as freedom from chemcical fog, clears shadows, longer life and freedom from finger irritation.

If you use a metol formula — try PICTOL.

An Attractive Spring Number added to the T. L. Frame Line



The Premium Frame

For 8 x 10 prints — black seal grain or alligator finished material. Kodaloid covering—a substantial easel back.

Price 75 cents each, less studio discount of 50%.

Its price makes it just the style to include, as so many studios are now doing, in a special offer of six or twelve portraits with one mounted in a frame.

SPECIAL SAMPLE OFFER
(Only one Offer to a Studio)

One each color of the above frames, and we will include a circular describing our entire line of exclusive studio frames, sent *postpaid* for 75 cents.

• • •

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Ill.

Jerry's Corner



By Himself

I heard about a big job somewhere called Hoover Dam or something. Seems they want a dam across a river and they cut some holes in the mountain to let the river go through while they build the big dam.

What I can't figure out is what becomes of the holes when the dam is finished. I suppose they want the river to go back to its old place and up to the dam.

What worries me is—suppose they don't plug up those holes? The water will go through an' all the hard work won't be worth a dam.

It's a long alley that has no ash can.

Laugh and the world laughs with you. Snore and you'll sleep alone.

A rolling stone gathers no moss, but takes on a beautiful polish.

Early to bed, early to rise, makes a man healthy, wealthy and old fashioned.

Fools rush in where wise men wait for the green light.

Where there's a will there's a detective story.

Eat, drink, and be merry, for tomorrow you will lie to your wife.

When you're banged up in an accident you're laid up in a hospital, but you're really laid down.

A house goes up in smoke while it burns down.

When you plank down the cash you settle up.

You go to a hotel and they take your grip, the hotel clerk belongs to your lodge and gives you the grip, and when you sit by an open window you get the grip.

An open mind is easily infected.

Variety is the spice of wife.

2 heads of cabbage make more sauerkraut than 1.

A landlubber and his meals are soon parted.

Casting too much bread on the water stops up the kitchen sink.

We got a lot of 2 oz. measuring glasses what you can have for a nickle apiece. Better order now because I hear they are going to sell them in Scotland for guest wine glasses.

JERRY.

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



3 SIZES
10, 17 & 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by
HIRSCH & KAYE

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions, for which the ratio of Mazda wattage to mercury is one to two.

Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.
SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE

Korona Panoramic View Cameras

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

Professional Service

Retouching - Coloring

No order too difficult

V. FROST

415 O'Farrell St. San Francisco

ORdway 8727

B. McCLEOD

Retoucher

COMPLETE ATTENTION
PROMPT RETURN
PRICES RIGHT

1450 Clay St. San Francisco

PRospect 5765

STUDIO FOR SALE

Established 40 years in city of 6,000 population. Portraits, commercial and Kodak finishing. Receipts last year over $5,000.00. Community produces gold and fruit. The one spot in California that was little affected by the depression. Ideal climate. Elevation 2,500 feet. In northern California. Studio equipped to 8x10 and enlarging. Skylight and electric light with good display window. Center of business district. Low rent. $1,000.00 takes it. Have other interests.

Box 2311 "The Focus"

QUANTITY PRODUCTION

Save Time, Worry and Money by having your Quantity Printing done by a firm that specializes in Quantity Production. All sizes up to 11x14. Minimum 100 from Negative. Quick Service. Work Guaranteed.

J. K. PIGGOTT CO.

86 Third Street San Francisco

GEORGE A. WEEDEN

Artist

Producer of

Fine Crayons - Water Colors - Pastels
Oil Paintings - Ivory Miniatures
Air Brush Work

711 - 47th Ave., San Francisco

SKyline 2759

COLORING

of the better class

Miniatures - Portraits - Scenic

Kay Crockenberg

1006 Pine Street

San Francisco

E. K. MIDORI

Retoucher

Alteration Expert

1824-C SUTTER STREET

San Francisco

WEst 2611

Bargains for the Photographer

BARRE TIMERS No. 401

This timer will ring an alarm bell at any designated time from 1 to 60 minutes or over. Will run continuously for 36 hours with one winding. The Barre Timer No. 401 is four inches in diameter and well made of brass with nickeled case.

You need a Barre Timer for tank development, washing prints, and almost every photographic process. Accurate timing will insure best results from your workrooms.

Price **$250.00**

Sold under a money back guarantee.

NEWCO FLASH POWDER

SLOW—A slow burning powder for commercial work, where extreme detail is wanted.

UNIVERSAL—An all-around powder for portrait or commercial work, for pan or bag use.

BAG—For banquets and groups, made with flash bag or cabinets (not pan). Quite noiseless.

SPECIAL FAST—To be used in open pan only, to stop action.

Newco Flash powder, 2 oz. **$0.75**

MUSLIN SIGNS

Size 12x76. Printed in 2 colors. Read "Films—Developing and Printing—24 Hour Service." (Also have signs to read "Daily Service.") Please specify.

Bargain Price ..... **75 cents each**

5x7 REVERSIBLE ADAPTER BACK for 8x10 studio camera. See Page 12 H & K catalog.

Bargain Price **$20.50**

#3 CENTURY STUDIO STAND. See Page 14 H & K catalog.

Bargain Price **$22.50**

#4 CENTURY STUDIO CAMERA recently fitted with new bellows. A 5x7 sliding ground glass carriage is included.

Bargain Price **$22.50**

8x10 ANSCO STUDIO OUTFIT of latest model complete with 8x10 and 5x7 backs and one film holder each size.

Bargain Price **$110.00**

STUDIO PRINTER with plate glass top, 12x12. This is a home-made printer but was made by cabinet maker and is well made and businesslike in appearance. Illumination furnished by eight globes, each one mounted on a socket that can be moved in any direction, including up and down. One of the most practical printers we have seen in many a day.

Bargain Price **$57.50**

USED FILM PACK ADAPTERS

5 x7	Graflex	**$4.00**
5 x7	Premo	**2.50**
4 x5	Premo	**1.50**
3¼x4¼	Premo	**1.50**

CAMERALITE. A powerful twin arc lamp which resembles a large hand camera when closed. Has side wings to control area illuminated, weighs 6 pounds and is designed as a hand lamp or to be used on a table. We call this a good lamp. See Page 51 H & K catalog.

Bargain Price **$10.00**

6½x9½ OPEN END MANILA ENVELOPES, medium weight.

Limited supply at ..... **$3.00 per M**

BACKGROUNDS 8x8 with 7-foot floor extension. Assorted designs. Write for photos.

Each **$12.50**

NO. 1 WRATTEN SAFELIGHT LAMP with Mazda bulb and Series O A Safelight. Ready for use.

Bargain Price **$7.95**

Bargains for the Photographer

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—10 gal.	8 in.	8 in.	38 in.	$21.00
4—14 gal.	8 in.	9½ in.	42 in.	24.00
4—18 gal.	10½ in.	9½ in.	42 in.	27.50
7—24 gal.	14 in.	9½ in.	42 in.	33.00
4—29 gal.	17 in.	9½ in.	42 in.	38.50

Terms if desired.

PREMIUM TRIMMER

The adjustable gauges of this trimmer make it especially adaptable for the rapid cutting of cards or sheets of paper to a uniform size.

The joint is carried back from the cutting board so that a sheet of any length can be cut and slipped along without leaving the guide rule. Illustration sent on request.

12-Inch Blade—
Bargain Price $12.50

2 CORK FLOATING LIDS

For 8x12 Sterling Tanks.

Bargain Price ..... $1.00 each

160 PAGE STUDIO REGISTER

Bound edition.

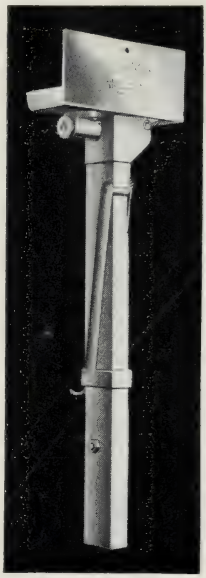
Bargain at $3.50

RHODA TIMERS FOR PRINTERS

Connect with electric wires that supply the lamps of your printer. Set dial for as many seconds as you desire the light to burn. Turn the handle. Your prints will be uniformly timed. A great saver of time, material and temper.

Bargain Price $12.50

CLERGY FLASH GUN



Positive in action, ignites powder by using a primer that resembles a blank cartridge. Absolutely safe in its operation. Auxiliary pans, when added, permit use of large amounts of powder with plenty of spread.

Very well made of the best of materials.

Model "27"

Length over all	14½ in.
Length of pan	4½ in.
Width of pan	1½ in.
Height of pan	2 in.
Depth of pan	½ in.
Weight of flash pan	26 oz.
Length of auxiliary flash pan	14 in.
Weight of auxiliary flash pan	10 oz.

Model "30"

Length over all	13¼ in.
Length of pan	4½ in.
Width of pan	1½ in.
Height of pan	2 in.
Depth of pan	½ in.
Weight of flash gun	17 oz.
Length of auxiliary flash pan	12 in.
Weight of auxiliary flash pan	9 oz.

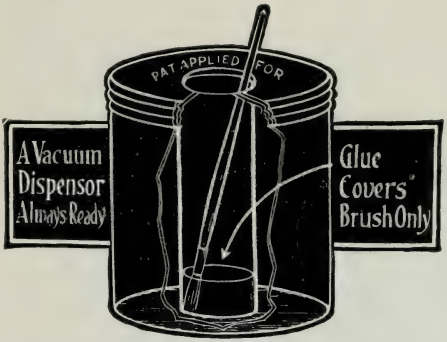
Flash guns and auxiliary flash pans are finished in nickel plate, highly polished.

PRICES

Model "27" Flash Gun	$9.90
Model "27" 14" Auxiliary Flash Pan	2.25
Model "30" Flash Gun	7.90
Model "30" 12" Auxiliary Flash Pan	2.00
Primers per box of 100	1.00

Please Note: Primers must be shipped by express.

SURESTICK



WHITE PHOTOGRAPHIC GLUE

Never cracks loose, Sticks quickly. Always ready, does not draw, wrinkle, or harm your prints.

HIGH GRADE ADHESIVE — *Built Especially* for ARTISTS and PHOTOGRAPHERS.
Only Small Amount Required.

VACUUM DISPENSERS to be refilled.....55c

PLAIN JARS

½ pint.....50c
pint.....85c
Quart.....$1.50
Gallon.....5.00

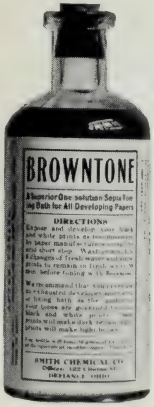
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For Rich, Warm GOLDTONES and SEPIAS

A ONE-SOLUTION SEPIA BATH makes SEPIA TONING **QUICK** AND **EASY.**

Eliminates** your **Toning Difficulties.

Retains the Quality of the HIGHLIGHTS and SHADOWS.



No Chance to Overtone.
ALWAYS READY.

8 oz. bottle.....$1.00
Gallon.....$12.00

All these products manufactured by

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Sold by

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NEWTONE



RESTORES FADED PHOTOGRAPHS

Let everyone in town know that you can restore those old, faded photographs, or Sepia prints to the original black and white, regardless of how much the Silver Image has faded due to sulpherization.

RENEW PRINTS to be COPIES.
A complete UNIT necessary—4 8-oz. bottles.....$3.00

A Well Known COLORIST says:

"A BROWNTONE SEPIA is a PERFECT foundation for a Lovely OIL Painting or Pastel. BROWNTONE is *indispensable* for COLOR work for the Rich, Warm tone make it very simple to secure those *Lovely Natural* FLESH Tones, demanded in all high class Oil Paintings and Pastels."

Stain-Off

REMOVES ALL PHOTO STAINS

A Real Discovery

Why be inconvenienced with rubber gloves or BE EMBARRASSED with stained nails and hands when a few seconds time at the close of each day and a little cost, $1.00 a box, will put your nails and hands in *perfect* condition for several months.

QUALITY that makes *SALES*



A STANDARD is not an occasional fine result. It is the highest possible quality that can be consistently maintained. Vitava Opal has become the standard paper for portrait enlarging because it makes contact quality in the enlargement a reality and yields the best results with the greatest uniformity.

Vitava Opal has all of the gradation quality of the finest contact printing paper, with pleasing warmth of tone. In fact, with printing light reduced, it is equally suitable for contact printing.

Show Opal samples in a range of sizes and your customers will almost invariably prefer the enlargement. There are ten beautiful Opal grades from which to choose —a variety of surface textures to please every taste. Your dealer can supply you.

EASTMAN KODAK COMPANY Rochester, N. Y.



In the Light of Professional Experience

TO PUT personality into a portrait—to catch the spark of animation that gives it reality, the exposure must be short or even instantaneous.

Such pictures are being made. They represent a new type of photography made possible by Eastman Super-sensitive Panchromatic Film. The almost unbelievable speed of this material, however, is not its only advantage. It gives a more correct reproduction of color values and, as a result, greatly reduces the need for retouching. From the experience of hundreds of photographers, such pictures—new—different, have an immediate appeal. Use this wonderful new film, talk about it, and increase your sales.

EASTMAN KODAK COMPANY Rochester, N. Y.

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. VIII APRIL, 1932 No. 4



Published by
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DEFENDER APEX

New—but not revolutionary! DEFENDER Apex is simply a highly efficient and economical tool for the diverse print making of Commercial Photography and Photo Finishing.

GRADES:

No. 00—Extra Soft
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A—Semi-Matt, Single Weight
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S—Glossy, Single Weight
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Uniformity—of grade separation and of tone.

Latitude—in exposure and development.

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Defender Photo Supply Co., Inc.

ROCHESTER, NEW YORK

THE FOCUS

Published Monthly in the Interest of Professional Photography by Hirsch & Kaye
239 Grant Avenue, San Francisco

Vol. VIII APRIL, 1932 No. 4



INTRODUCING—

Ray Jerome Baker

Mr. Baker is a native of Rockford, Illinois, but remembers little of his birthplace. When he was a year old his parents moved to Minnesota. His early days were typical of farm life of the times: long hours, lots of work and little variety. He attended the district school, enjoyed fishing, and on rare occasions enjoyed that big treat for all boys, the circus.

His parents were of old American stock, the kind that first conquered the West. His father would like to have seen his son continue on the farm, but the boy had different ideas. He desired to be a mechanical engineer. So he left the farm and entered high school at St. Paul and later the University of Minnesota.

A high school companion had a 4x5 plate camera and on his first visit to the old home, he also purchased a camera. But, unlike his friend, young Baker took his camera seriously. During the vacation he made pictures of trainmen, ranchers, and took scenic views. Then he decided to make photography his life work.

In 1904 he had a tent studio in Oregon and the next year a studio in Eureka where he remained five years.

In 1910 he went to Honolulu where he has remained. Of recent years his work has been of the most advanced nature, motion picture and still. Microscopic work is only one of his activities. Since 1929 he has made pictures of growing plants and plant cells. When he felt the need of greater knowledge he entered the University of Hawaii as a regular student, majoring in Biology. Meanwhile he took good care of his business. In 1925 he made a series of motion pictures for Pathe in New Zealand and Australia.

He has completed two seasons as a Chautauqua lecturer. He is a member of several Hawaiian scientific societies, and his wife is a skilled colorist. A married son is in business which he prefers to photography. Mr. Baker could earn a living as a carpenter, could qualify as a science teacher, but prefers to be a photographer.

←❖→

This issue of *The Focus* is printed on India stock, as an experiment. We believe the new color will make reading easier, as it is intended to eliminate the glare that is found in the white coated stock. We will appreciate your comment as to which color you prefer.

←❖→

SUCCESS

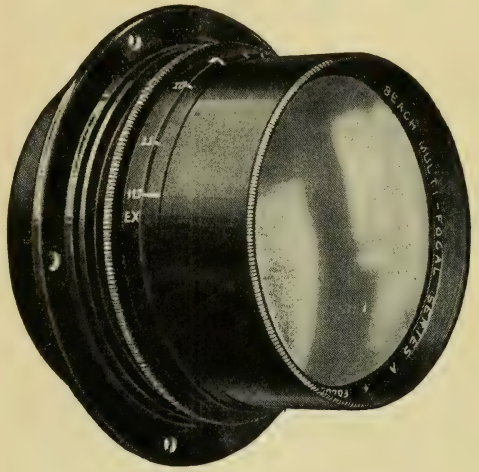
Here is my favorite formula on success:

(1) Success cannot be purchased.
(2) Success cannot be found.
(3) Success cannot be stolen.
(4) Success cannot be received as a gift.
(5) Success cannot be inherited.

After all, there is just one royal road to Success, and it is:

"Do your work in a better way than it has ever been done in the past by anyone, and try and do it better than anyone in the future can do it."

—Wm. B. Joyce,
Chairman
National Surety Company



PERSPECTIVE AND DRAWING AS THE EYE SEES WITH THE BEACH MULTI-FOCAL LENS

Take a tip from the portrait painter. His canvasses have a stereoscopic effect, and lifelike resemblance. Put that quality into your photographs with the Beach Multi-focal lens. . . . It records subjects with perspective and proportion as seen by the eye.

The Beach Multi-focal lens is made in two types—the Series A for portraiture because of its soft quality, and the Series B for groups, brides, etc., where sharp definition is required.

Write for catalog.

On sale by

HIRSCH & KAYE

239 Grant Ave.
San Francisco, Calif.

Made by

WOLLENSAK OPTICAL CO.

ROCHESTER, N. Y., U. S. A.

Watch for the New, Smaller Spools

The small, smart new Kodaks, Six-16 and Six-20, take a new, all-metal film spool, smaller, yet holding 8 exposures

Kodak dealers throughout the country have received news of two new Kodaks, Six-16 and Six-20, that take new, smaller film spools. Shipments commenced February 1.

Six-16 Kodak is for 2½x4¼ pictures and uses a new film roll, No. 616.

Six-20 Kodak is for 2¼x3¼ pictures and uses a new film roll, No. 620.

As the new Kodaks are now being shipped to dealers, the first of the smaller, all-metal spools will be coming to you for development. Be on the lookout for them.

The new Kodaks, small, light, efficient, are certain to make picture taking more popular than ever.

A smaller, more efficient Kodak than those already on the market could not be built using the regular film spool. So Eastman engineers designed an all-metal spool, smaller, yet taking eight exposures instead of the former six. With the new spool as a starting point, a radically new Kodak has been designed with the picture taker's needs always foremost in the planning.

As a result, the Six-16 and Six-20 Kodaks are the world's smallest roll film cameras for the size of pictures they make.

There is obvious advantage in designing camera and film spool to suit each other exactly, and this is possible only when both are products of the same research.

With new compactness have been combined beauty of design, simplicity, and high precision. And all of these advantages are offered at exceptionally moderate prices. The Six-16 Kodak with Kodak Anastigmat *f*.6.3 retails at only $17. The Six-20 with the same fast lens lists at $15. These Kodaks with other lens fittings range downward to $10 for the Six-20 fitted with single (Meniscus Achromatic) lens.

The extra power of the *f*.6.3, coupled with Kodak Verichrome Film, assures the picture taker of clearer, finer snapshots, and brings you a still greater increase in printable negatives and a large percentage of exceptional negatives from which enlargements are so easily sold.

The Six-16 and Six-20 Kodaks were announced to the public in the March 12 *Saturday Evening Post.*

You will undoubtedly begin to get the new film in your plant for finishing: V616, V620 (Kodak Verichrome Film) and 616, 620 (regular Kodak Film). The larger spools, V116, V120, 116 and 120, will not fit the Six-16 and Six-20 Kodaks. Be sure your dealers understand this, and stock the new smaller spools to fit the new Six-16 and Six-20 Kodaks. Demand for 616 and 620 film will grow steadily from the day the new Kodaks were first announced.

←❖→

P. M. C. NUMBER 11

In response to requests from many photo finishers the new P.M.C. paper, Number 11, is now being stocked. P.M.C. No. 11 is a double weight stock with fine grain, natural tint, and lustre surface. It is excellent for coloring and "takes" water colors and the new Kodak Transparent Oil Colors quickly, easily, and evenly. Supplied in Normal, Medium, and Contrast.

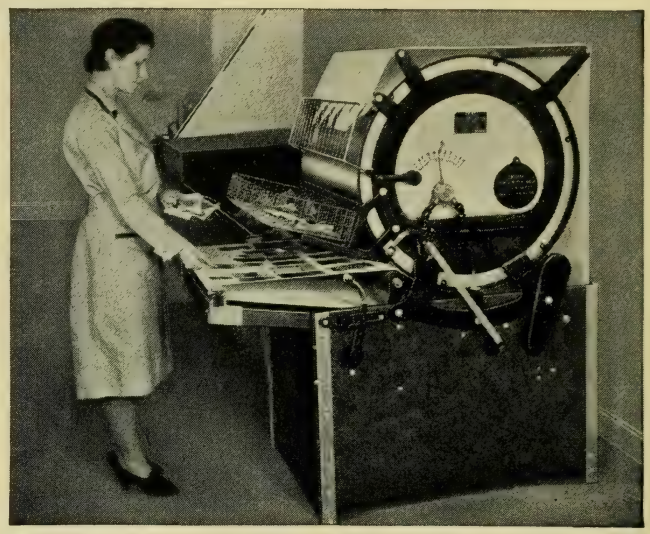
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STAINS

Deep yellow, orange or brown stains appearing gradually, either in patches or all over the plate or film, some time after finishing, are due to imperfect fixing, or incomplete washing after fixing, or they may be caused by hypo decomposed in the film by improper use of acids or alum.

In a great many cases these stains will disappear if you place the negatives in a clearing solution, 1 part citric acid, 20 parts water.

Sulphuric acid often removes stains. Use a solution made of 20 ounces water and one ounce acid.



The New PAKO Glossy Dryer

This new Dryer is really a combination of the original Hi-Gloss Machine and Double Duty Dryer, incorporating many of the outstanding features of each of the preceding models.

The new Dryer is recommended for glossy prints only, but the heat and speed control features make possible the drying of semi-mattes when handled in separate batches.

The highly polished drum is gas heated, thermostatically controlled to a pre-determined heat range, insuring uniform quality of prints. Heat and speed controls are conveniently located. A fan is provided for circulating the air, hastening the drying of the apron before its return to the feed table.

The capacity of the new Glossy Dryer is approximately 1,100 to 1,200 prints per hour. It is sturdily constructed, attractively finished and occupies a floor area of only 30x51 inches.

List price $525.00

(A year to pay)

The Development of Roll Film

By J. I. Crabtree

(Continued from March)

Importance of Agitation

Agitation of the film in the developer causes a more rapid renewal of the developer at the surface of the film resulting in faster development. The time is reduced 20 per cent with only moderate agitation. Most developing machines produce uniform agitation. With manual development films should be agitated by lifting out of the solutions and then lowering immediately. This should be done at regular intervals of two or three minutes.

Agitation is a preventative of stains, mottle and uneven development. When the developer is not in use a floating tray should be used as at least a partial preventative of oxidation and scum. This tray, slightly smaller than the tank, may be made of No. 6 Extra Heavy Kodaloid. The sides should be about two inches deep, the corners and a handle made of a strip of Kodaloid being fastened with film cement.

It is important each day before commencing work to remove any scum by passing a sheet of blotting paper across the surface of the developer, otherwise transparent spots may occur. This should be done as a matter of routine because it is very difficult to detect the presence of a slight scum in the darkroom.

The developer should also be stirred to insure an even temperature, otherwise it may be cooler at the bottom of the tank causing uneven development. After stirring be sure and allow it to settle before using. Keep the developer at the original level in the tank by adding replenisher.

Rinsing

After developing it is necessary to remove the excess of developer from the films either with plain water or a chrome alum hardening bath. If the developer is not removed the acid in the fixing bath is rapidly neutralized by the alkali (carbonate of soda) in the developer carried over by the films. An excess of this will cause the fixing bath to precipitate a sludge known as aluminum sulphite, thereby reducing its hardening properties. Silver stains or dichroic fog is also apt to occur.

If a supply of water at a temperature not higher than 65°F. is available, the use of a water rinse is to be preferred. The water should enter the tank through a perforated pipe along the bottom and overflow at the top. The jets of water shooting up into the tank serve to agitate the films which hastens the removal of the developer. If an overflow pipe is used at the top instead of allowing the water to flow over the sides of the tank, be sure the pipe is oversize, otherwise the water will swirl or serge causing the films to come in contact with each other.

Remember that development tends to continue while the film is in the water rinse tank and unless the flow of water is adequate or the film is agitated, streaks are apt to result. Films should be rinsed from two to three minutes in order to remove the excess developer.

Where the temperature of the water supply is higher than 65°F. the chrome alum hardening bath should be used as a rinse. This should be watched very closely and renewed frequently as it rapidly becomes alkaline and then deposits a scum of basic chromium sulphite on the film which is practically impossible to remove once the film has dried. On the other hand, since a fresh chrome alum bath is acid, unless the film is agitated thoroughly when first immersed blisters may result. This is

(Continued on page 9)

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Producer of

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Oil Paintings - Ivory Miniatures
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E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
WEST 2611

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE
have them.

FREE WINDOW CARD

Would you like an attractive price card for your window? The cards measure 4½x7 inches, are on marbleized white stock, printed in black and silver, with this message:

Your portrait is of value
providing it is
a good likeness.

We submit proofs
from which you can choose
your favorite.

Priced now at _____

These cards are free as long as they last. Send us your request today.

G. E. 9-E FLASH BULBS

18 for $3.00

9-E PHOTO FLOOD BULBS

35 cents each

HIRSCH & KAYE *have them.*

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions, for which the ratio of Mazda wattage to mercury is one to two.

Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.
SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE

New Gevaert Papers

The papers formerly designated as Portrait Projection and Portrait Bromide have been discontinued. They have been replaced with Artex Projection and Artex Contact papers. The new surfaces are available in three grades as follows:

K 24 Ivory Platino Gravure

K 32 White Platino Gravure

K 33 Buff Platino Gravure

Additional surfaces will be announced as they become available and if you are in search of a paper which is different, we suggest you try a dozen of one of these surfaces for contact or projection, and make some new prints for your display case. They are sure to attract favorable attention. We have the papers in stock.

←❖→

Glacial Acetic Acid, the concentrated (99%) form of Acetic Acid, is usually preferred nowadays. It is handiest, of course, less bulk to ship and store, and it can be readily reduced to working strength, i.e., the 28% solution which the formulas indicate. The usual 16-ounce bottle of Glacial Acetic Acid plus 40.5 ounces of water makes Commercial Acetic Acid—28%.

Glacial Acetic Acid, if exposed to low temperature in shipping or storing, crystallizes at about 60 degrees Fahrenheit.

If it crystallizes set the bottle in warm water or near heat. Never expose it to an open flame, however. Acetic Acid vapors are inflammable and a broken bottle may start something for the insurance adjusters to finish.

And by the way, if you get any of the Glacial Acetic Acid on your hands or skin wash it off quickly with water. If it dries there it will burn like the mischief.

Development

(Continued from page 7)

especially true when the double strength formula D-75b is used. The hardening bath makes for more rapid drying of the film, tends to prevent stains, and prolongs the life of the fixing bath.

Fixation

When the films are placed in the fixing bath they should be thoroughly agitated. This increases the rate of fixation, prevents formation of aluminum sulphite scum on the surface of the film, reduces the tendency toward dichroic fog which appears as a greenish or reddish metallic sheen on the film surface when examined by reflected light, or as a pinkish tint when looking through the negative, and overcomes streaks which are apt to result from developer remaining on the film when not agitated.

Films should be fixed twice as long as it takes for the yellow or milky effect to disappear. If it takes five minutes for the films to clear, the total fixing time would be ten minutes. The life of the fixing solution depends on the number of films fixed, and how thoroughly they have been rinsed after developing and before entering the fixing solution. A fixing bath should be discarded either when it deposits a sludge and becomes milky or when the time of fixation is excessive.

Testing a used fixing bath with a hydrometer is absolutely useless for determining its degree of exhaustion. Extra hypo should never be added to the solution to freshen it.

During use the fixing bath accumulates dissolved silver salts, fixes more slowly, loses its hardening properties and when nearly exhausted, turns milky and froths at the surface. It is economy to use a reasonably fresh bath, and under no circumstances overwork it.

(To be concluded next month)

←❖→

We suggest you save your copies of The Focus.



Next to Your Best Lens

PICTOL is of first importance when striving for artistic values in photography. Pictol is responsible for the fine detail found in many of the masterpieces of photographic art. It secures this detail in either delicate white draperies or in dark shadows. If properly used it will largely prevent blocking. (For further information see The Chemistry of Photography—pages 61-69).

Pictol is only one of a complete line of Mallinckrodt Photographic Chemicals, each of which is made to work in perfect harmony with all the rest. We offer you the following Group Trial Assortment of these chemicals, postpaid to your studio for $2.00:

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

Mallinckrodt

CHEMICAL WORKS

Second and Mallinckrodt Sts. St. Louis, Mo.

Chicago : Philadelphia : Toronto : Montreal : New York

Improved Projection

There was a time when photographers had to sell soft focus pictures. Nowadays the diffused photos are bought, not sold, for the ever-increasing use of soft focus effects made the public appreciative of their greater beauty.

The Verito diffused focus F4 was a pioneer among soft focus objectives. It blazed the way and helped to establish soft focus photography on a sound basis. It has been a leader from the start and has always held its position of pre-eminence.

With the present tendency toward the use of small plates and projection to the desired size, the Verito again comes to the aid of the photographer. It is made in sizes to fit practically all enlargers and projection printers on the market today, even the Eastman 5x7 Auto-focus Enlarger and their 8x10 Projection Printer.

To fit the Verito to any of the automatic focus enlargers all that is necessary is to send the present lens on the enlarger to the Wollensak Optical Company. They will duplicate the focus of it, in the Verito, so that both the original lens and the Verito can be used interchangeably on the machine and still retain the auto-focus feature.

The Verito in enlarging handles precisely the same as in making negatives. It gives as much or as little diffusion as is wanted, by simply changing the size of diaphragm aperture. It enlarges the most harsh and wiry negative to a beautiful print with atmospheric quality, free from objectionable halo and chromatic error. It practically eliminates retouching and brings better prices for your work.

Verito lenses can be purchased on terms. Pay out of future increased income.

New Goods You Will Want

FOTOLITE SPOTLIGHT



A spotlight of novel construction. Interior finish is black, no reflector. Light from 500 watt lamp passes through three lenses. Can be focused from a small circle to a large floodlighted area.

Exterior finish is in black and chromium. A folding stand and cord are supplied.

Here is a practical, efficient spotlight for only $25.00, bulb extra.

FOTOLIGHT NO. 115

Similar to No. 15, shown on Page 46, H. & K. catalog. Includes a 2-section folding stand. Although cheaper in construction and somewhat more bulky than No. 15, it is an efficient low price unit.

Complete without bulb, $10.00.

FOTOFLOOD LAMP OUTFIT

Especially designed for the popular 64-volt bulbs and the newer Fotoflood lamps. Outfit consists of a reflector of ample size and efficient design, cord and plug, and 2-section stand. Notice the low price.

$6.00, complete with bulb, ready to use.

Order today—
from HIRSCH & KAYE

As you open a dozen sheet package of paper, mark brand and grade on the black envelope with a white pencil. Saves guessing later.

GEVAERT

ORTHO

COMMERCIAL

FILM

Extremely high orthochromatism means the most accurate reproduction of tonal values—the closest conformity of final results with the original as seen by the eye.

Gevaert Ortho Commercial Film possesses the most unusual degree of orthochromatism which will give this truthful rendition in every detail. You owe it to yourself to let the qualities of this film work for you.

THE GEVAERT COMPANY
of AMERICA, INC.

NEW YORK
423-437 West 55th Street

CHICAGO
160 E. Illinois St. at
Michigan Ave.

TORONTO
347-349 Adelaide St., W.

All Gevaert Products for Sale by
HIRSCH & KAYE, 239 Grant Ave., San Francisco

GEVAERT
SAY "GAY-VERT"

GEORGE EASTMAN

Highlights on his Life and Career

George Eastman originated film photography and made it a commercial success after almost incredible difficulties. He was the first American manufacturer to formulate and put into practice the policy of large scale, lower cost production for a world market, backed by scientific research and extensive advertising.

When a study of scientific research in American industry is finally written, it will be seen that Mr. Eastman ranks among the first few industrialists to employ chemists to devote their time to experiment and research.

Dr. Nicholas Murray Butler has said of him . . . Mr. Eastman has been literally a stupendous factor in the education of the modern world.

Mr. Eastman was born in Waterville, N. Y., July 12, 1854. His father conducted a college of business. As a boy he kept a complete cash record from year to year. During the past 61 years he kept a file of all his letters, the total of which numbered more than 100,000.

In his letters, the first mention of photography appears under date of January 27, 1869, as an amateur photographer. In 1877, while employed as a junior bank clerk in Rochester, he purchased "sundries and lenses" to the sum of $94.36 and engaged Mr. George H. Monroe, a photographer, to teach him photography. This was in the days of wet plates and uncertain, cumbersome methods, but by June, 1879, young Eastman had perfected his method of coating dry plates which he now proposed to manufacture and to sell to photographers.

His confidence, earnestness and determination are indicated in a letter sent to a photographer who objected to the "new fangled idea"—"You are one of those men who cry down all improvements, never doing anything yourself for the good of the art; you discourage others all you can and when you are finally driven by the energy and ability of others to new methods and processes, you submit with the worst possible grace."

Then he continues with these prophetic words, "You have been compelled to accept dry plates and when we get ready, we will force you to accept films or you will be driven from your present outdoor business by those who are willing to progress with their art."

It is significant that even at this early age he desired to keep informed of the activities of leading European scientists; so he studied French and German to be able to read in these languages.

Another highlight is found in a paragraph of a letter in which he suggested the resignation of a friend to whom he had given the management of a plant . . . "As far as the personal part of this is concerned, I am sorry, but you know I have never allowed personal considerations to interfere with the conduct of the business and I am too old to do it now."

In 1913, Mr. Eastman paid to H. J. Gaisman, inventor of the Auto Strap Razor, the sum of $300,000 in cash for the invention of the Autographic feature, now a part of Eastman Kodaks. At that time, it was the largest sum ever paid for a patent. The inventor was offered royalties that would now have totalled millions, but he preferred cash.

(Continued on page 15)



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New
INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South Rochester, N. Y.

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

George Eastman

(Continued from page 13)

Mr. Eastman's idea of wealth was a trust for the benefit first of the people who made it, second for the city of Rochester and third for other uses as far as it would go. He was the mysterious Mr. Smith whose millions so greatly aided the Massachusetts Institute of Technology and the University of Rochester. To the city of Rochester he gave the Rochester School of Music. During his life the University received a total of thirty-five and one-half million dollars from Mr. Eastman. His estate at the time of his death was twenty million dollars, practically all of which went to colleges, music, dental clinics, and to provide for the upkeep of his 37-room home, which becomes the home of the president of the University of Rochester.

Eastman belongs to an outstanding age in American history, the age of pioneer industrial development and invention. His death on March 19 is too close to the present time to permit that perspective which will enable us to appreciate his many contributions to our social and economic structure. His last words were: "My work is finished—why wait." Only the future will know how well his life work was done.

We suggest you go to your public library and read Carl Ackerman's fascinating book—George Eastman.

COMPLETE CONTROL METHOD OF DEVELOPMENT

Through the courtesy and interest of one of our friends, we are able to offer Focus readers a plan whereby complete control of development of flat film negatives is assured. The plan does not include super sensitive panchromatic emulsions, which require total darkness. But if you use par speed, or similar emulsions, and would like to develop each negative according to its exposure, write for the Winona School chart.

Hirsch and Kaye have it.

←❖→

Remember—we have catalogs of special nature, to describe practically any line or item of equipment or material. These are gladly sent if you will request them. Just tell us what you'd like to have. We'll make the selection.

←❖→

In the back of every husband's head lurks the idea that his wife really ought to greet him at the door every evening with these words, "How tired you must be!"

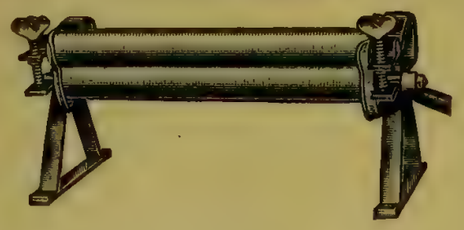
APPRECIATED

Your service is truly wonderful. Basing calculations on past experience I figured I would have the camera in my possession for use Sunday, the 13th, and sure enough it came in about 10 A.M. Saturday the 12th. Such excellent service should and perhaps does attract much business your way. It takes almost that long to shop in our local store, depending upon who waits on you. The registry receipt was not received until today. Just think of your shipment being received before Uncle Sam furnished assurance my order had been safely delivered to you. —H. H. T.

←❖→

An Oakland manufacturing concern recently sent us a dramatized piece of advertising, such as they mailed to all names on their mailing list. The plea was for purchase of their Pacific Coast made product. The story was the kind that you would read twice, and was illustrated with a large picture made by a New York photographer. Looks like the East Bay photographers overlooked something.

Universal Squeegee Wringer

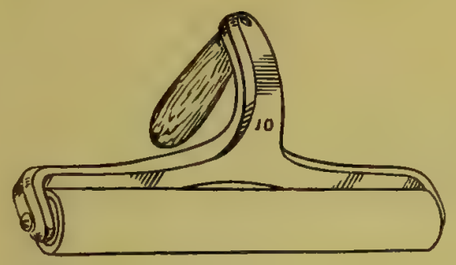


Designed for squeegeeing prints and backing photographs with Holliston Photo-Cloth. The frame is of steel and can be mounted quickly on a table or bench. The special soft rolls are of a pure gum base and are not affected by chemicals. Adjusting screws regulate pressure and there are no cogs or springs to get out of order.

Roll Sizes	Prices
No. 18—18x2 inches	$18.00
No. 20—20x2 inches	19.00
No. 24—24x2 inches	21.00

Professional Rollers

Styles A and B



These rollers are made extra heavy and substantial for professional use. The frame is made of heavy cast iron polished and nickel-plated and the handles are so constructed as to allow the heaviest and most even pressure with the least expenditure of muscular effort.

The outside diameter of the rollers measures 1½ inches. The rubber is the best quality, one-eighth of an inch thick. They are made in two styles, A and B.

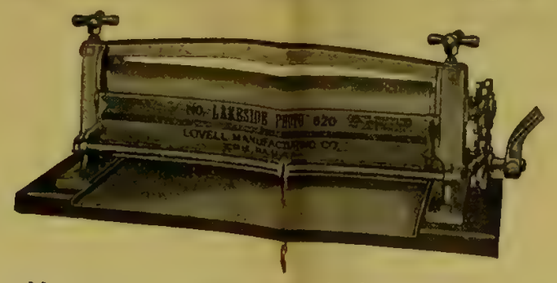
The roller in style A has a hardwood center, while the roller in style B has a steel center.

Note — When not otherwise specified, we will ship Style A.

PRICE

6-inch.	Style A, wood center	$3.10
8-inch.	Style A, wood center	3.35
10-inch.	Style A, wood center	3.60
6-inch.	Style B, steel center	4.00
8-inch.	Style B, steel center	4.15
10-inch.	Style B, steel center	4.45

Lakeside Photo Wringer



Double pressure screws with lock-nuts insure correct pressure. Rolls are ground true on lathe centers. *Cogs on drive end* eliminate buckling of prints.

A pressure lift releases contact when not in use, preventing flat rolls. Shaft bearings have smooth machined surfaces.

The Lakeside also has a reversible drip pan.

	Rolls Inches	Shipping Weight Lbs.	Net Price Each
No. 618	18x3	100	$62.00
No. 620	20x3	108	64.00
No. 622	22x3	116	66.00
No. 624	24x3	124	68.00

(Terms if desired)

Rubber Squeegees



Suitable for all photographic processes; squeegeeing prints on glass or ferrotype plate; also for use in the carbon process.

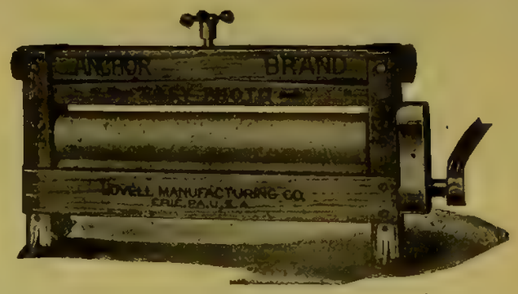
	Light weight	Professional
6-inch	$0.70	
8-inch	.90	$1.30
10-inch	1.10	1.75
12-inch	1.25	1.90

H & K Special Squeegee

A sturdy squeegee designed for heavy duty. Really a bargain!

6-inch	$0.45
12-inch	.75

Easy Photo Wringer

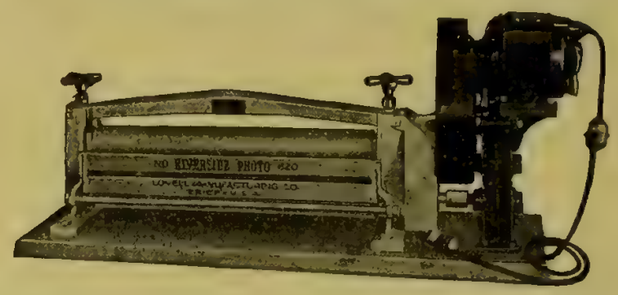


A hand operated wringer, medium in price, which meets every requirement of the photographer. Perfect contact is assured and the Easy Photo Wringer positively will not buckle prints.

Fitted with the best quality rubber rolls, this wringer will quickly eliminate free water from both prints and tins, thus shortening drying time.

	Rolls Inches	Shipping Weight Lbs.	Net Price Each
No. 312	12x2	26	$10.50
No. 316	16x2	30	12.75
No. 318	18x2	32	13.88
No. 320	20x2	34	20.00

Riverside Photo Wringer



Furnished with ⅛ H. P. single-phase A. C. or D. C. motor—can be attached to lamp socket. Speed of rolls, 27 R. P. M.

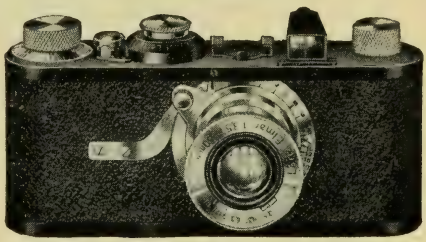
A *pressure lift* releases contact when not in use, preventing flat rolls. *Continuous drive* with cogs on drive end eliminate buckling of prints.

	Rolls Inches	Shipping Weight Lbs.	Net Price A C Motor Each
No. 618	18x3	157	$120.00
No. 620	20x3	165	124.00
No. 622	22x3	173	128.00
No. 624	24x3	181	132.00

(Terms if desired)

The Most Versatile Camera

Leica



COMPACT!
Small enough for the pocket, and yet a dozen cameras in one.

ECONOMICAL!
Thirty-six perfect pictures in a single roll of 35mm. fine grain Cinema film.

Lenses for every purpose
Exposure for every condition
Inexpensive to operate
Compact
All travelers, lecturers should have one

Versatility is one of the outstanding qualities of the Leica camera. Six lenses can be used interchangeably to cover every demand. For the Professional as well as for the Amateur photographer. More than 200 accessories to select from. Think of it! A single compact camera that is at once

Speed Camera
Telephoto Camera
Portrait Camera
Micro Camera
Wide Angle Camera
News Camera
Aerial Camera
Clinical Camera
Stereo Camera
Panorama Camera

Enlargements up to 12x18″ are perfectly sharp and clear.

Leica Cameras are priced from $60.00 up

Catalog on Request

Leica Cameras are available on terms of monthly payments at

HIRSCH & KAYE

Pacific International Photographers' Association's Sectional Convention

The Convention Comes To You This Year

In order to give the ultimate in service to the photographic profession on the Pacific Coast, this year, the Board of Directors of the Pacific International Photographers' Association have decided to hold sectional conventions and schools on photography in all its branches at fourteen cities along the coast, in lieu of a centralized convention. This will bring to the photographer the very latest developments in portraiture, commercial applied photography, sales, accounting, copying, etc., at a minimum expense to him in both time and money.

There will be specialists in commercial photography, and simplified accounting, costs, and sales. In fact, we expect, through smaller units, to be able to handle the individual problems of the individual photographer, in a much more complete manner, than by a centralized convention. These conventions are but a small part of what the P. I. P. A. and the International are doing and will continue to do, for photography.

As previously published, the yearly dues of the International and the P. I. P. A. have been cut 50 per cent. Every member, in good standing, of the International Association, will be able to avail himself of these demonstrations and lectures, free of charge. Any member in good standing, of the Pacific International Photographers' Association, will be admitted free of charge, or he may pay his membership fee of five dollars at the door. Employees and those who are not members of either of the above associations, will be admitted for a charge of two dollars. Any person so paying the two dollars, and who desires to become a member of the International or the Coast Association, said two dollars applies to his membership.

Almost a year has elapsed since the highly successful convention of the P. I. P. A. at Sacramento, last August, and the grand feeling of good fellowship and real friendship which is still being felt up and down the Coast, as a result, it is the high hope of the officers and board of directors of the P. I. P. A. to have this year's series of intimate gatherings at the sectional conventions further cement the friendship among all the West Coast photographers. There never has been a time when it was so essential for complete understanding and cooperation between photographers in their own localities, and further, the photographers' technic must be so improved that his pictures will demand a fair share of the purchasing dollar. These are the ideas that will be brought to your door, by the P. I. P. A. sectional conventions. It is hoped that every photographer will study the itinerary and set aside these dates so that he and his employees may take advantage of this remarkable service.

(Continued on page 21)



NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

Prices with Fast Speed

9x 9	$30.00
10x10	32.00

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

NEW FIELDS

The constant research work being done in Hammer laboratories is making possible more and better photography.

Many well known photographers have discovered new and fertile fields for their product since becoming better acquainted with the dependable Hammer emulsions.

You, also, may find much of interest in the suggestions with a Portfolio of Prints (new edition) we will mail free of charge.

Kindly send name and address today.



HAMMER DRY PLATE CO.

159 West 22nd Street
NEW YORK CITY

3547 Ohio Avenue
ST. LOUIS, MO.

Itinerary of the P. I. P. A. Sectional Conventions—1932

San Diego	April 22
Riverside	April 25-26
Los Angeles	April 27-28
San Francisco	May 4
Sacramento	May 9-10
Corvallis, Ore.	May 13
Portland	May 16-17
Tacoma	May 20
Seattle	May 23-24
Spokane	May 31-June 1

C. F. Richardson, secretary and convention manager, will be in charge of these sectional conventions and it is his earnest request that all local associations get together as soon as possible, and notify him of any special type of demonstration or service which they need, in order that the best talent possible may be brought to you on those subjects. Address him at once, as follows: C. F. Richardson, P. O. Box 52, Milwaukie, Oregon.

BEATTIE'S HOLLYWOOD SCHOOL OF LIGHTING



Designed to help the experienced Photographer improve his lighting, composition and negative quality. By the Beattie method of cross-lighting, beautiful effects are secured, and lines, hollows and bad features modified or improved at will —far better, and in a fraction of the time required to retouch and etch the negative.

Course No. 6—six lessons—includes six lighting examples from perfect 8x10 negatives with diagrams and directions followed up with constructive criticism of subscriber's trial prints. Lightings can be made with simple equipment. Fee $15.00. Join us today.

BEATTIE'S HOLLYWOOD HI-LITE CO.

Dept. K

6548 Hollywood Blvd., Hollywood, Calif.

(You may enroll through Hirsch & Kaye)







Our Salesmen Tell Us



Fred Schneider

On the evening of March 15 the East Bay Commercial Photographers Club invited the Portrait Photographers of the Bay region to meet with them at a dinner meeting in Oakland.

Mr. Ken Allen, president of the East Bay Commercial Photographers Club presided. Among the speakers were **Fred Schneider** of the Logan Studio, Stockton, and **Albert Hansen** of the Bear Film Company. The response was made by **Albert Salb,** president of the Portrait Photographers, who expressed the appreciation of his associates for the pleasant evening. Forty-five were present.

♣ ♣

Robert Bethel, formerly operator at the Boussum Studio, Sacramento, is now in the Austin Hale Bros. studio of that city.

♣ ♣

G. E. Voorheis is now at the Boussum Studio on Mission Street, San Francisco.

♣ ♣

J. M. Sheer, San Diego photographer, is back at his studio after a long siege of sinus trouble.

♣ ♣

Lloyd Craig, formerly staff photographer for the Fresno Republican, is open for connection with another publication. The Republican has been merged with the Fresno Bee, which will in the future handle both publications. Mr. Craig can be reached through the Hirsch & Kaye Service Desk.

♣ ♣

The Vreeland Studio has been kept busy with a considerable amount of school work.

♣ ♣

Frank Beck, Fresno, is featuring some attractive colored portraits.

♣ ♣

Studios have been opened in two of the Broadway Department Stores in Los Angeles by **the Becks** of Hollywood.

♣ ♣

Another **Austin** studio has been added to the chain. This time it is in Stockton.

♣ ♣

The Beck Studio, 3142 Wilshire Boulevard, Hollywood, was completely destroyed by fire at 10 o'clock, the evening of March 5. Everything was lost, including all negatives, lenses, cameras and furnishings.

♣ ♣

Clyde Sunderland, Oakland commercial photographer, recently figured in two automobile adventures. On March 19 he and his wife were enjoying a ride when a car dashed out of a side street and upset his own. Aside from numerous bruises, neither Mr. Sunderland nor his wife suffered any serious injury, but the almost new car required considerable replacement.

(Continued on Page 23)

Frank Church has purchased the Kelly Film Laboratory on Harrison St. in Oakland and had an interesting experience. While Mr. and Mrs. Church were calling on Clyde Sunderland one evening recently, Mr. Church left his car parked between two other cars. After the visit he found his car had been taken and, walking around the corner, he found two men industriously working on a car which looked somewhat like his own. The headlights, fender and two of the wheels had already been removed and the men were just in the act of removing the battery. Mr. Church then recognized his car and the men jumped into their own car which was nearby. Mr. Church did some quick thinking and raised the hood of their car, pulled out the ignition wires and just as Mr. Sunderland caught up with him, Mr. Church held the two thieves while Mr. Sunderland called the police. The two thieves are now resting in jail.

♣ ♣

Helen Williston, owner of the Williston Studio in Albuquerque, N. M., was a recent visitor. She told us of her recently acquired new location and interesting news of prospects for the future of her part of the state.

♣ ♣

Other visitors from distant points were **Mr. and Mrs. Murray Brown** from Nampa, Idaho. They were en route to Kern County, where Mrs. Brown's brother was injured in an acident, and a tour of California.

♣ ♣

Last month we unintentionally created the impression that our staff of outside salesmen had been reduced, by the omission of one cut on this page. The cut was used in another magazine for an article written by our Mr. Siller, whose picture is back in its place. Our staff of employees remains the same as in the past several years.

♣ ♣

At a special meeting of the Portrait Photographers Association of San Francisco a resolution of condolence was adopted for the death of **George Eastman.** A copy was sent to Rochester.

♣ ♣

R. J. Todd, formerly in Marysville and Oroville, has opened a new studio in Yuba City. He received some desirable publicity in the local paper which printed the article as a news item.

♣ ♣

The following photographic equipment has been stolen:

4x5 Telescopic R. B. Graflex camera No. 86995, fitted with Bausch & Lomb Series I C Tessar 5x8 lens No. 3125762.

1 Filmo 70 three speed motion picture camera No. 25187, fitted with Meyer Plasmat 1″ focus Fl.5 lens No. 293844.

A suitable reward will be paid for return of the above equipment. If any part thereof should be offered for sale or exchange, please notify Dr. J. A. Cutting, Agnew's State Hospital, Agnew, California, or communicate with Hirsch & Kaye.

♣ ♣

Roman Markoe has closed his Alaska studio and is now located at 2268 Chestnut Street, where he is located among many former friends.

♣ ♣

J. C. Gordon is now back in his studio after an absence of two months because of a severe attack of influenza.

♣ ♣

Harry T. Becker is now official photographer for the Alaska Railroad, succeeding R. S. Bragaw, who will devote his time to guide service for hunting and other expeditions.

♣ ♣

The **Tyson Studio** in Grass Valley has been sold to Maurice Kach, who was recently in Redding. Mr. Tyson will retire from the photographic field.

♣ ♣

The **Pagni Studio** in Sonora is now located in a new ground floor location.

Our Salesmen Tell Us—

A recent issue of the Sunset Magazine comes to our attention containing an article, "How One Westerner Grows Vegetables." The writer is none other than our own **Henry Seron,** of Bakersfield, which proves that the camera is just one way of telling a story.

Inquiry further reveals that both Henry and his good wife, Astrid, are contributing frequently to national periodicals. Recent issues of the Ladies' Home Journal and Woman's Home Companion carry their articles, and if you don't think it's big time stuff — just see for yourself.

♣ ♣

Percy Getz, of the McCurry staff of Sacramento, is securing aerial shots of Sacramento and vicinity that are comparable to the best that we have seen.

Percy is not only an excellent photographer, but also a cracking good engineer.

♣ ♣

The 65th wedding anniversary of **Mr. and Mrs. Samuel G. Slater,** parents of Mrs. Dora Warren, Paso Robles photographer, was celebrated on March 7th. Mr. and Mrs. Slater enjoy the best of health and are active far beyond their years. Dad is 92 and Mother is 83.

What a striking contrast this anniversary affords to the trend of the times!

♣ ♣

We find the **Niles Studio,** of Ventura, a hive of activity with an enlarged staff of assistants. The new faces are. **Miss Jewel Prince,** of Oklahoma City, who is in charge of publicity and the reception room, and **Mr. William Farwell,** heading the commercial department.

Miss Dorothy Bodeen is still "gun pointer" behind the camera. We like Mrs. Niles' report—"Business is Good."

Dwight Faulding, of Santa Barbara, takes time out occasionally from his radio station, hotel, photo shop and aeronautics to do a little traveling in out of the way places. Not long ago it was the South Seas; more recently a trek onto old Mexico from Sonora down to Kino Bay and the Island of Tiburon.

Mr. Faulding secured some unusual pictures, as one might expect. We found him particularly enthusiastic over the use of photo flash bulbs and a Hirsch & Kaye 90 cent reflector. His out-of-door shots at night about the camp fire, with pack ponies and Indian guides thrust here and there, are immense. One can almost smell the bacon in the pan. With 12 photo flash bulbs he produced 12 amazing pictures.

♣ ♣

A new studio of attractive nature has been opened at 2030 Broadway, Oakland. **Mr. Aubrey Bain,** the owner, has had a broad experience and is an exhibitor of some distinction.

♣ ♣

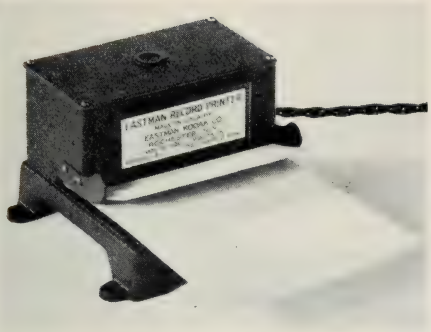
Perhaps the most influential of San Francisco's organizations is the Down Town Association. Recently thirty-six new members were announced. Of this number, three were photographers: **Commercial Photo Co., J. K. Piggott Co.,** and **L. C. Beringer.** A most favorable representation in this business group.

♣ ♣

Mrs. Elsie McMaster has purchased the former Boussum Studio in Sacramento.

♣ ♣

Wm. E. Newton of Palo Alto is critically ill at the Stanford Community Hospital.



Eastman Record Printer

IT IS no longer necessary for the photographer to laboriously write a name and order number or other record data on films that are to be developed. The Eastman Record Printer will do a better job and save a lot of time, and it may be operated in total darkness for records on panchromatic material.

The Eastman Record Printer is a light-tight metal box containing a 5-watt, 120-volt lamp which is lighted only when records are being printed. There are two slots in the front of the printer; the lower one, level with its base, for the film, and the upper one for the record card. This is a standard 3 x 5 card on the edge of which the data desired has previously been noted.

The film is placed, emulsion side up, in the lower slot and the card in the upper slot, record side down. The pressure of an exposing lever first brings the film and card into contact against a narrow light open-

ing, then switches on the light, printing the record on the one-eighth inch film margin.

The exposure for fast panchromatic films is approximately one-half second and for slower films about one second. The printer may be readily operated in total darkness as there is a guide for inserting the card, the upper right-hand corner of which is clipped off. It is inserted printed side down. No light escapes to affect any portion of the film other than that on which the record is printed. Letters or figures, typed or written with ink, print clean and clear. The one record may be quickly printed on all the films of one order.

The identification essential for negatives is usually a name and number. The printer provides for a record three inches long which is ample for all practical purposes.

The price of the Eastman Record Printer, complete with electric cord, lamp, and 50 record cards, is $7.50. Include this convenient device in your next order.

HIRSCH & KAYE, Inc.
239 Grant Avenue
San Francisco, Calif.

Halldorson Home Portrait Lighting Kit

Keeping pace with the advance in plate and film emulsions and improvements in incandescent light technique, Halldorson offers a complete new system for the home portraitist, the Halldorson Home Portrait Lighting Kit. It solves every problem of lighting confronting the photographer who wants to make the best quality photographs in home, office, or wherever a sitting may be arranged.



It puts the complete lighting equipment into a convenient case, including main lamp, auxiliary lamp, reflector, head screen, and, if desired, a background.

It does away with the fuse difficulty entirely, supplying perfect portrait lighting, ample for all sittings from babies to groups, on the ordinary home lighting circuit covered by a 10 or 15 ampere fuse.

It puts this equipment within the reach of all by offering it at an amazingly attractive price. For those who cannot afford the entire outfit in the start, this kit is arranged so that it may be purchased one item at a time. Starting with the main lamp, the Halldorson Panchro Home Portrait Light, which is sufficient in itself to afford a better home portrait lighting equipment than has been heretofore available, the other items may be added one by one as the operator earns money with which to buy these added conveniences.

Price of complete kit with parts, as shown in picture, but without globes, $65.00.

Special Embossing

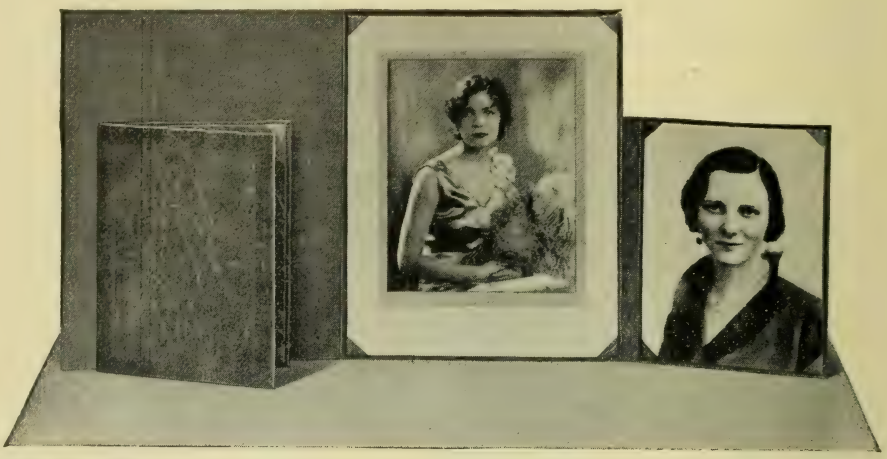
Now is the time when you will have calls for pictures of special nature, such as Confirmation and Communion and groups and individual sittings. Now is the time when our photo mount department can be of special service to you.

It is not sufficient that you produce a good Confirmation or Communion picture. Your customers require special handling of a picture of a special occasion. For your convenience, we have special embossing dies with which we can emboss your mountings to read "My Confirmation." You are welcome to the use of these dies, and if you will specify which you desire, we will promptly emboss your folders. Your own name can be embossed as usual.

Do you know our stock of mountings includes the well known lines of Taprell-Loomis, Albany and Lodge? We can also furnish other mountings at usual prices. Prompt delivery is assured by the large and assorted stock on hand and always en route. Embossing service is efficient and prompt and we solicit your orders.

A Series of Medium Priced Folders . . .

For Sheet Print Style Portraits



THE MAYFAIR

(This is one of them)

In our catalog we list three styles for the deservingly popular sheet prints.

The MAYFAIR of Spanish leather stock and with paper corners. The REMBRANDT of Saxon crash stock with rayon silk braid corners. The DECKLE FOLIO of marble veined stock, an artist proof style. All made in the standard sheet print sizes from 4x6 to 11x14.

They are not high priced. For instance, the 4x6 size DECKLE FOLIO is $3.00, the MAYFAIR, $5.50, and the REMBRANDT, $7.50 per 100. So they are just right to use in many instances for school work.

These distinctive looking folders enable you to have an "eye arresting" reason for your good, better and best grade sheet prints.

Samples of the three styles in 4x6, 5x8 or 7x10 sizes for twenty cents. You can make good use of them this season.

SAMPLE OFFER F-122

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(EASTMAN KODAK COMPANY) CHICAGO, ILLINOIS

Jerry's Corner



By Himself

I was reading some ads about AUTOCARS and that night I had a dream.

Seems like it was WILLYS-KNIGHT out. While FRANKLIN looked up at the STARS and MOON, LINCOLN came along and said — LAFAYETTE we are here.

Just then MACK came along. Where are you going—says the GARDNER. I'm going to ride with ETHYL, says he. STUTZ so, says the STUDE BAKER, well you're out of luck, because she likes RAYBESTOS. AUBURN up, says LA SALLE, after which they all started OVERLAND like a PONTIAC INDIAN from PLYMOUTH.

About that time the DODGE BROTHERS came along. How's business? says SENIOR. We'll have a GOOD YEAR with the FIRESTONE and some day I'll be a GOOD RICH man. Your lucky, says the STANDARD. I use a CORD for a belt because all I eat is a GRAHAM cracker and DE SOTO water. I NASH my teeth when I think about it. Lucky somebody is busy or VEEDOL go to the poorhouse.

By this time we came to a river where some men were talking. "What river is this that ROLLS past us, the JORDAN?" "No," says another, "it's the HUDSON."

"Oh," says CUNNINGHAM, "How do you get across?" "That's easy, you FORD it." "I can't, because I've got a ROCKNE. I think you're a CAD to make me walk. Why walk, when better bridges are built we'll build them."

"Where does this river start," says one. "Oh, HUP in the hills, near OAKLAND, I guess." Just then a FEDERAL came along and says, "You boys will start INTERNATIONAL trouble if you don't leave." "Oh, I don't know—I think a KISSEL square it, unless you'd rather have the secret code letters." "All right," says the agent, "What are they?" "CHEVRO LET him have it?" "Sure," I says—"here it is—SX." Just then the bell rang but instead of being a traffic signal, it was my alarm clock.

—Jerry.

P.S.—There's all kinds of relief these days, farm relief, cotton relief, bank relief, but nothing for the poor photographer.

I'm working on a big deal for you. Watch for my announcement next month.

Bargains for the Photographer

STUDIO PRINTER with plate glass top, 12x12. This is a home-made printer but was made by cabinet maker and is well made and businesslike in appearance. Illumination furnished by eight globes, each one mounted on a socket that can be moved in any direction, including up and down. One of the most practical printers we have seen in many a day.

Bargain Price **$57.50**

4A STUDIO CAMERA with 5x7 and 8x10 backs. A modern camera in very good condition.

Bargain Price **$77.50**

SEMI-CENTENNIAL STAND, excellent for above camera, or larger.

Bargain Price **$40.00**

CAMERALITE. A powerful twin arc lamp which resembles a large hand camera when closed. Has side wings to control area illuminated, weighs 6 pounds and is designed as a hand lamp or to be used on a table. We call this a good lamp. See Page 51 H & K catalog.

Bargain Price **$10.00**

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—10 gal.	8 in.	8 in.	38 in.	$21.00
4—14 gal.	8 in.	9½ in.	42 in.	24.00
4—18 gal.	10½ in.	9½ in.	42 in.	27.50
7—24 gal.	14 in.	9½ in.	42 in.	33.00
4—29 gal.	17 in.	9½ in.	42 in.	38.50

Terms if desired.

8x10 CARLTON VIEW CAMERA with carrying case and three plate holders. Condition excellent.

Bargain Price **$17.50**

BACKGROUNDS 8x8 with 7-foot floor extension. Assorted designs. Write for photos.

Each **$12.50**

NEWCO FLASH POWDER

SLOW—A slow burning powder for commercial work, where extreme detail is wanted.

UNIVERSAL—An all-around powder for portrait or commercial work, for pan or bag use.

BAG—For banquets and groups, made with flash bag or cabinets (not pan). Quite noiseless.

SPECIAL FAST—To be used in open pan only, to stop action.

Newco Flash powder, 2 oz..... **$0.75**

PHOTOMAILERS

Notice These Low Prices

234— 5½x11¼, per 100	$ .90
240— 6½x15¼, " "	.90
246— 7½x15¼, " "	.90
160—12 x18, " "	3.50
162—13¼x17½, " "	4.00

MUSLIN SIGNS

Size 12x76. Printed in 2 colors. Read "Films—Developing and Printing—24 Hour Service." (Also have signs to read "Daily Service.") Please specify.

Bargain Price ..... **75 cents each**

Bargains for the Photographer

Last month a typographical error was made in the price of Barre Timers. The printer put in the price at what he thought they were worth, but we will let you have them at bargain price of **$2.50** each. See page 28, March *Focus*, for details.

8x10 ANSCO PRINTER.
Bargain Price **$32.50**

USED PAKO JUNIOR PRINTER **$32.50**

HOME-MADE SPOTLIGHT. Mounted on wood base and iron pipe. Crude but fairly efficient.
Bargain at **$2.50**

USED FILM PACK ADAPTERS

5 x7	Graflex	**$4.00**
5 x7	Premo	**2.50**
4 x5	Premo	**1.50**
3¼x4¼	Premo	**1.50**

Here's an Unusual Bargain!

BAUSCH & LOMB PRISM BINOCULARS, 6x30, including pair of amber eye cups. These binoculars have individual focusing eyepieces. Binoculars are in very good condition, but the cases show signs of use. Just imagine this bargain at only **$22.50**

9½-inch Series I **VELOSTIGMAT LENS** in Optimo Shutter. Speed F6.3.
Bargain Price **$20.00**

9-inch Rapid **RECTILINEAR LENS** in Victor Shutter. Speed F.8. Look at this price **$4.50**

12¾-inch F.S. **ILEX PORTRAIT LENS** in Universal Shutter.
Bargain at only **$19.00**

5x7 Series III **WOLLENSAK WIDE ANGLE LENS,** 4.3-inch focus. Speed F9.5.
Bargain Price **$19.00**

5x7 **VERITO SOFT FOCUS LENS** in regular shutter, 8¾-inch focus, F.4.
Bargain Price **$37.50**

5x7 1C **TESSAR F4.5** 7½-inch focus, in barrel.
Bargain Price **$37.50**

5x7 1C **TESSAR LENS** in Acme Shutter. Lens has 7½-inch focus. Speed F4.5, and is a real bargain at only **$45.00**

5x7 RADAR ANASTIGMAT F.4, 7¼-inch focus. Excellent condition.
Bargain Price **$48.40**

6½x8½ 1C **TESSAR LENS,** F4.5, 9¾-inch focus.
Bargain Price **$55.25**

5⅜-inch Series IIIA **VELOSTIGMAT LENS** in Volute Shutter, Speed F12.5. A good 6½x8½ Wide Angle Lens.
Bargain Price **$19.00**

12-inch **GOERZ DAGOR LENS,** F6.8 in Compound Shutter.
Bargain at **$45.00**

8x10 **VERITO LENS,** F.4 in Studio Shutter.
Bargain Price **$17.50**

8x10 **PLANATOGRAPH LENS** in Premo Shutter. A good 12-inch F.8 lens, for only **$13.75**

8x10 **GOERZ DAGOR** 12-inch F6.8, in Acme Shutter.
Bargain at **$59.00**

4x5 6½-inch Carl Zeiss **TESSAR LENS,** F2.7. **A bargain at $31.50**

Any of these lenses will be sent with privilege of trial and terms of monthly payment.

SURESTICK



WHITE PHOTOGRAPHIC GLUE

Never cracks loose, Sticks quickly. Always ready, does not draw, wrinkle, or harm your prints.

HIGH GRADE ADHESIVE — *Built Especially* for ARTISTS and PHOTOGRAPHERS. Only Small Amount Required.

VACUUM DISPENSERS to be refilled.....55c

PLAIN JARS

½ pint	50c	Quart	$1.50
pint	85c	Gallon	5.00

NEWTONE



RESTORES FADED PHOTOGRAPHS

Let everyone in town know that you can restore those old, faded photographs, or Sepia prints to the original black and white, regardless of how much the Silver Image has faded due to sulpherization.

RENEW PRINTS to be COPIES.

A complete UNIT necessary—4 8-oz. bottles.....$3.00

BROWNTONE

For Rich, Warm GOLDTONES and SEPIAS

A ONE-SOLUTION SEPIA BATH makes SEPIA TONING **QUICK** AND **EASY.**

Eliminates** your **Toning Difficulties.

Retains the Quality of the HIGHLIGHTS and SHADOWS.



No Chance to Overtone. ALWAYS READY.

8 oz. bottle	$1.00
Gallon	$12.00

All these products manufactured by

SMITH CHEMICAL CO.

Defiance, Ohio

Sold by

HIRSCH & KAYE

A Well Known COLORIST says:

"A BROWNTONE SEPIA is a PERFECT foundation for a Lovely OIL Painting or Pastel. BROWNTONE is *indispensable* for COLOR work for the Rich, Warm tone make it very simple to secure those *Lovely Natural* FLESH Tones, demanded in all high class Oil Paintings and Pastels."

Stain-Off

REMOVES ALL PHOTO STAINS

A Real Discovery

Why be inconvenienced with rubber gloves or BE EMBARRASSED with stained nails and hands when a few seconds time at the close of each day and a little cost, $1.00 a box, will put your nails and hands in *perfect* condition for several months.

PORTRAIT
Panchromatic Has Been SPEEDED UP

NOW even greater speed has been given to Eastman Portrait Panchromatic Film with no loss in quality. With this improved film, short or even instantaneous exposures result in natural and animated expressions which delight the sitter. Correct color reproduction eliminates much retouching and the cleaner proofs produce better orders. From the experience of hundreds of photographers, such pictures have an immediate appeal, and they create a new and favorable interest in portrait photography.

Eastman Portrait Panchromatic Film has every portrait quality, plus unusual speed, and color sensitivity approximating that of the eye. Use it, talk about it, and increase your sales.

EASTMAN KODAK COMPANY Rochester, N. Y.



Turn Small Orders Into Large Ones

THE customer doesn't always order what he really wants. Fearing disappointment, he commits himself to a small expense until he is assured of a satisfactory portrait. The proofs you deliver will determine the degree of that satisfaction, and the larger orders obtainable will justify the finest proofs you can make.

The new grade of Vitava, Opal T, has been produced to supply the ideal medium for making the proof—a means of enhancing its value as a sales aid. Vitava Opal T is only slightly lighter than a double-weight paper, but is listed at the single weight price. It has fine grain, is smooth enough for small heads, yet shows the minimum of retouching in an enlargement. Having the same speed and scale of other grades of Opal, a proof of proper softness and gradation is assured.

If you are not convinced that finer proofs will produce better orders, try Opal T prints from proof retouched negatives. Your dealer can supply you.

EASTMAN KODAK COMPANY Rochester, N. Y.

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. VIII MAY, 1932 No. 5

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CULMINATION OF THE SMOKI SNAKE DANCE, PRESCOTT, ARIZONA

(See page 11)

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

VELOUR BLACK

For Prints by Projection

A notable superiority in the features valued in large print-making . . .

SPEED : QUALITY : SIMPLICITY

has earned for VELOUR BLACK an enviable place in portraiture and illustrative photography.

• • •

There is a wide choice of Velour Black surfaces, including . . .

CANVAS, MONOKROM, IVORA

• • •

Defender Photo Supply Co., Inc.

ROCHESTER, NEW YORK

THE FOCUS

Published Monthly in the Interest of Professional Photography by Hirsch & Kaye
239 Grant Avenue, San Francisco

Vol. VIII MAY, 1932 No. 5



INTRODUCING—

William G. Masters

In all lines of endeavor, it is natural that certain personalities should stand out prominently and be forever linked with that line of work. And when the time comes to separate that personality from the work, it is sometimes done only with difficulty.

For many years the demonstration of Eastman papers in the San Francisco Bay region has been in the capable hands of William G. Masters, much better known to photographers as Bill Masters. The picture on this page is a true likeness of Bill, but the cigar is missing. We mention the omission so that photographers who have only seen him at conventions or otherwise infrequently, can more readily recognize him.

Mr. Masters was first employed by the American Aristotype Company in September, 1904, and the following year when his firm was absorbed by the Eastman Kodak Company, he became Eastman demonstrator in Nebraska, gradually working westward. He arrived in San Francisco in September, 1905.

"Bill" Masters has attended practically every convention or gathering since then. His calls on photographers number thousands. His friends number even more. For many reasons, his retirement on April 1 of this year will cause a vacancy that will be difficult to replace. Now that he has leisure moments, we don't know how he will spend his time, but we suspect that he will continue to keep in touch with his many friends. He has been in the game so long that he just cannot forget it overnight.

So instead of goodbye—we'll just say —"So long—Bill—see you later."

His successor is Fred Hocking, a man of much experience.

←⁂→

Lack of confidence and lack of information sleep in the same bed, locked in the closest kind of embrace. When a man has confidence, he gets along in business, but without confidence he might just as well not enter business at all. For confidence is the son of vision, and is sired by information. One of our foremost business executives once told me that it would be a wonderful thing for American industry and for the peace of mind of every business man, if we could replace all rumors with facts. So business, good business, is the substitution of information for guess-work.

—*Cornelius Vanderbilt.*

←⁂→

We are all born honest, truthful, unselfish, free from worry and happy. All of which makes it easier for us to account for so many "self made men".



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible

Turner-Reich Anastigmat f 6.8 is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

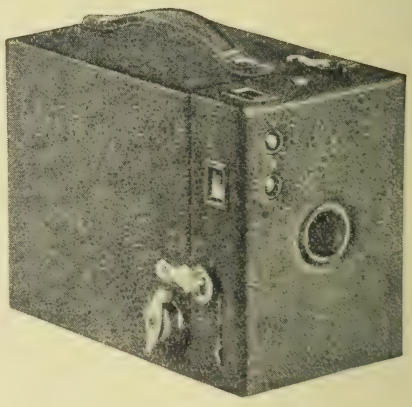
Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

Hawk-Eye Cameras

No. 2 HAWK-EYE MODEL C.
Picture size: 2¼x3¼. Single finder. Finished in attractive, squirrel-grain material. Available in blue, green, rose, brown, black.

List Price **$1.25**





No. 2A HAWK-EYE, MODEL B.
A favorite with photo finishers. Large picture size: 2½ x 4¼. Two finders. Pelican-grain finish. Available in blue, green, old rose, brown.

List Price **$2.50**

Write for our attractive prices for resale. You'll be interested.

New Filters For Panchromatic Materials

The discovery of entirely new sensitizers by the Eastman Kodak Company has brought about such marvelous improvements in the speed and sensitivity of Panchromatic Films and Plates that new filters are necessary in order to keep pace with this progress.

Panchromatic materials are now classified as follows:

Type A

Eastman Commercial Panchromatic Film
Eastman Panchromatic Process Film

These materials have the characteristics of panchromatic film made previous to 1931.

—

Type B

Eastman Portrait Panchromatic Film
Wratten Process Panchromatic Plates
Wratten Panchromatic Plates
Wratten M Plates

These materials have extremely high color sensitiveness, corresponding approximately to the color sensitiveness of the eye, and are intended for use in obtaining correct color rendering in monochrome.

—

Type C

Eastman Super-sensitive Panchromatic Film
Wratten Hypersensitive Panchromatic Plates

These materials have a high total sensitiveness to the yellow, orange, and red portions of the spectrum. They are most useful where the shortest possible exposures are required in portraiture or commercial work or for use with artificial light.

Orthochromatic Filters

Four orthochromatic filters are now necessary to obtain correct color rendering with the various types of panchromatic film. They are the Wratten K1, K2, X1, and X2.

The K1 filter should be used with any of the aforementioned materials where only a slight correction is needed or where the exposure must be short.

For correct color rendering with Type B material, use the K2 filter with daylight or white flame arcs, or the X1 filter with incandescent tungsten, clear globe lamps. The K2 filter is most suitable for Type A material though there is slight under-correction in the green. The K3 filter is now obsolete, improvements in sensitizing having made it no longer useful.

With Type C material, correct color rendering is obtained by using the X1 filter with daylight or white flame arcs, or the X2 filter with incandescent tungsten, clear globe lamps.

The contrast filters have not been changed, but the C5 has been substituted for the former C which is now designated C4. The C5 has a lower filter factor, considered an advantage by many workers who have use for a blue filter.

With these new orthochromatic filters, and the various contrast filters, any desired color rendering may be obtained.

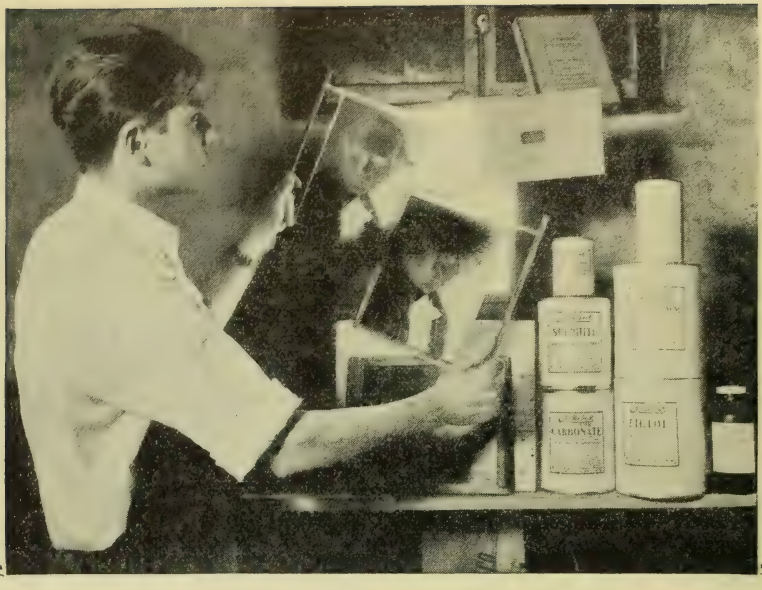
We have the new Wratten filters in stock.

←❖→

GRANDFATHER'S CLOCK

When Grandfather's Clock was installed the maker remarked that it was built to run a hundred years. The Clock overheard the remark and spent the next hour figuring. It found that in a hundred years it would tick 3,155,760,000 times. It threw up its hands and decided to strike. Then, being a well-balanced clock, it began to look at the situation in a different way. There was plenty of time for each tick and the ticks had to be produced only one at a time. So it went on, unhasting, unresting, and a hundred years later it was still doing its job with ease, comfort and precision.

Moral: We may have to go through a lot—but we only have to go through a minute of it at a time.



Uniform Development Needs Uniform Chemicals

When there are great variations in negatives and prints from the same batch of films or paper, the reason is found frequently in the chemicals or in their manipulation. Not only should the chemicals be uniform, but each one should be so made that it will work in perfect harmony with the rest.

A Helpful Manual

In our Manual, The Chemistry of Photography, will be found many helpful suggestions for securing greater uniformity in development. This will be sent with our compliments upon request. And in order that you may test for yourself the advantages of a complete line, in which each is perfectly suited to the other, we shall send you, postpaid to your studio, for $2.00 the following chemicals—

1/8 lb. Acid Pyro Crystals
1/4 lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

(Write direct to Home Office, St. Louis)



Mallinckrodt

Second and Mallinckrodt Sts.
ST. LOUIS, MO.

CHICAGO PHILADELPHIA TORONTO
MONTREAL NEW YORK

BARRE AUXILIARY LIGHT

The Barre auxiliary lighting unit was especially designed for newspaper use. Practically all modern press dark rooms are equipped with Barre units and most commercial plants have one. The Barre units are especially designed for use behind condensing lenses as installed for enlarging.

The outfit consists of a wood base at one end of which is a mogul socket for a 1000-watt tubular lamp. At just the right point and behind the filament of the lamp, we attach a focused magnifying reflector. Approximately midway on the wood frame is a Y-shaped support to hold a single condenser 6 inches in diameter, frosted on the flat side. The condenser carrier is adjustable in position and the lighting unit operates as follows:

The natural strength of light from the 1000-watt bulb is reflected and magnified by the focused reflector. At the focal point of the reflector, the light is thrown onto the 6-inch condenser. The entire outfit is installed behind the large condensers at just the focal length of the 6-inch condenser with the light turned on so that the large condensers receive not a small source of light from the bulb filament, but a powerful source of light fully 6 inches in diameter. Try a Barre auxiliary light outfit in your workrooms and watch the increased speed of your enlarging service.

The price of a Barre auxiliary lighting outfit including Mazda lamp is only $27.50, or $9.50 for three months.

Hirsch & Kaye have it.

←❖→

What doth it profit a man to become champion orator and then get married?

New Ilexpo Shutter

The new shutter somewhat resembles the former type in appearance and construction. The new shutter was especially designed to enable you to obtain the maximum benefits of the new extra fast Panchromatic emulsions. The instantaneous and bulb exposures can be made in the same manner as before. When you wish to use the maximum speeed of the new shutter, you merely set a lever located in the upper right hand corner of the shutter and release the shutter by pressure of the bulb.

You will remember that in the former shutter the actual speed of the instantaneous exposure was governed by the degree of pressure of the bulb. In the new model, the maximum speed is obtained regardless of the amount of pressure. The new model really gives you the advantages of two shutters in one.

Ilexpo shutter 9x9 ..... $30.00
Ilexpo shutter 10x10 ..... 32.00

Order today from Hirsch & Kaye.

←❖→

FOCUSING MAGNIFIER, SUCTION TYPE

This is a very useful magnifier for examination of the image on the ground glass, especially when subject is poorly illuminated as in the case of interiors. It is fitted with a rubber suction cup, which holds the magnifier to the ground glass, and both hands are left free to focus the camera.

Price $1.50

←❖→

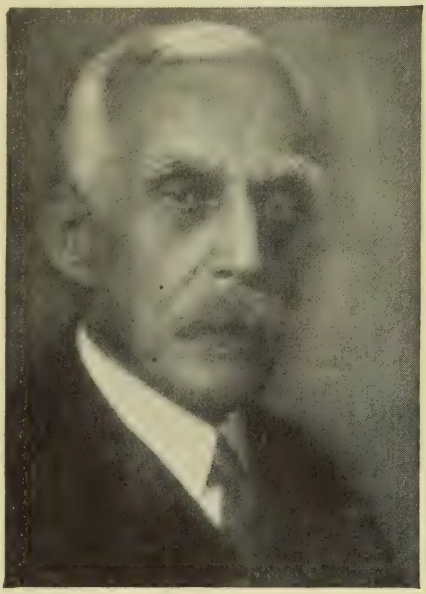
"Regarding new color of 'The Focus': My heartiest congratulations!

"To me, its softly glowing new garb, somehow, symbolically reflects the warm, genuinely friendly service you have always given my studio during the past three years."

Gratefully,

C. G.

ALL-AROUND EXCELLENCE



WOLLENSAK

Series II, Velostigmat f 4.5

Hon. Andrew Mellon, Ambassador to Great Britain. Photo by Harris & Ewing, with Wollensak lens.

In the Wollensak Velostigmat, Series II, you have a fine lens for many uses.

Compactness for home portraiture. Flat field for group photos. Speed for action snaps. And so versatile that copies and enlargements prove excellent—satisfying.

Get one of these all-around high speed lenses on trial before you buy. Write for literature.

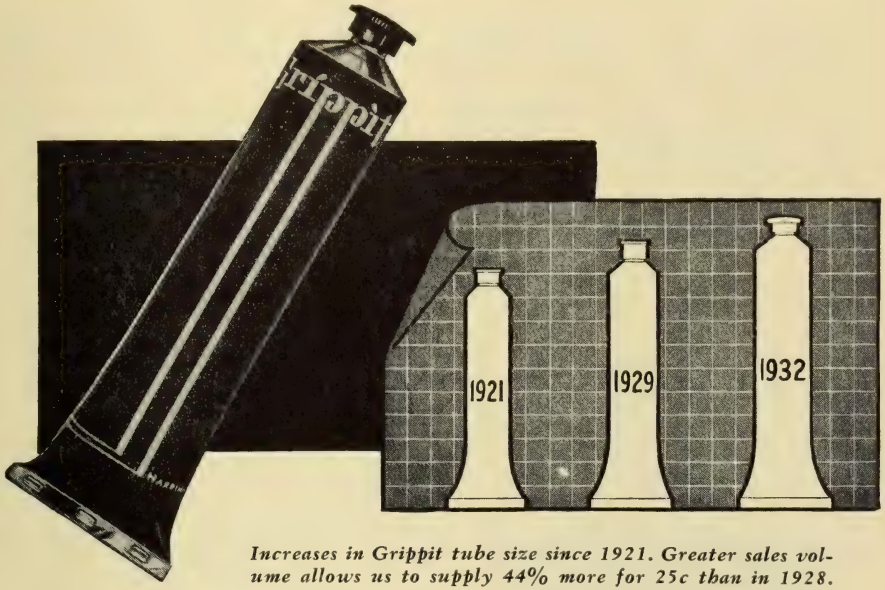
Made by

WOLLENSAK OPTICAL CO.

ROCHESTER, N. Y., U. S. A.

New Design for Bigger Tube

20% more Grippit at same price pleases users —Change to modern packaging design gives more eye appeal, increases display possibilities.

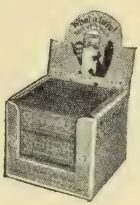


Increases in Grippit tube size since 1921. Greater sales volume allows us to supply 44% more for 25c than in 1928.

GRIPPIT—a special liquid adhesive developed through ten years of meeting technical requirements . . . It holds the thinnest tissue flat and unwrinkled. No pucker . . . It is transparent, stainless, non-inflammable . . . Any excess Grippit squeezed out at the edges of your work rubs off in little balls that clean up like erasers. It is clean. It leaves immaculate layouts and dummies . . . Grippit holds like tiny rubber bands—hundreds to the square inch—as long as you want adhesion. Remove Grippitted work, if you wish, by peeling it off like adhesive tape.



TUBE
Each one boxed in blue and white to reflect Grippit's high quality.
Per tube . 25c



DOZ. TUBES
Packed compactly, with great display value in small space.
Per doz., $3.00



HALF-PINT
Squat, with wide mouth and easy opening cap for greatest convenience.
Each . 60c



QUART
A refill-can with a pouring spout.
Each . $1.75



GALLON
For most economy, with pouring spout.
Each . $6.00

Order today from HIRSCH & KAYE

OPPORTUNITIES!

That is what portrait and commercial photographers have, when they use HAMMER emulsions for their negative work.

Sensing the spirit of the times, constant and drastic adjustments have been made by the HAMMER Co., enabling them to put into photographers' hands negative materials of real merit.

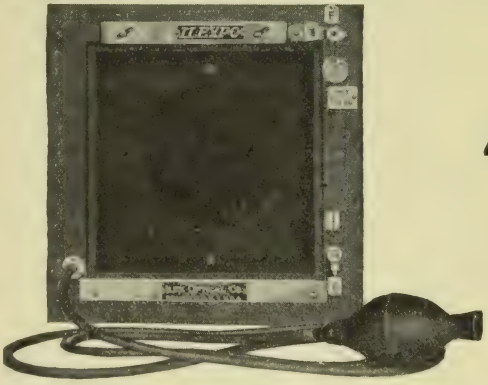
Remember, there are "Special Brands for Special Work." Send for our little portfolio of prints—it's yours for the asking. Write today.



HAMMER DRY PLATE CO.

OHIO AVE. AND MIAMI STREET
ST. LOUIS, MO.

159 WEST 22ND STREET
NEW YORK CITY



Prices with Fast Speed

9x 9	$30.00
10x10	32.00

NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

SECTIONAL CONVENTION A BIG SUCCESS

The Bay Region Convention held at the Hotel Whitcomb May 4 was well worth attending. The afternoon session was attended by one hundred and eighteen people and of the one hundred and forty who were at the evening session, fifty-seven attended the dinner.

That interesting picture, "The Eyes of Science" gave photographers a better idea of how much care is required in the construction of the lenses they use. Mr. O. J. Smith made some demonstrations of modern lighting and appliances. And although he has made demonstrations before, there is something about his art which never tires. To the contrary the more we watch him, the more we learn. Professor P. Douglas Anderson made an interesting address in which he suggested photographers feature more three-quarter length pictures. Mr. A. Hoffman gave an interesting talk on co-operation with the photo engraver.

Ralph Young is always an attraction and his use of spotlight for the production of magazine illustrations was very interesting. George Derbfus, one of Oakland's leading commercial men, showed some new tricks in lighting.

Kathleen Dougan gave one of her interesting and inimitable demonstrations on children's portraits. This feature alone was worth the attendance at the Convention. Miss Dougan is most generous in the way she explains her methods. Mr. C. F. Richardson, Secretary of the P. I. P. A., gave photographers much to think about and mentioned that the day of dozen lots in pictures had passed. He suggested a charge for making the negative and a scale of prices based on the number of prints wanted. These little Conventions seem to be in keeping with modern conditions. They can well be repeated.

THE FRONT PAGE

The picture of the Smoki Dance was made by J. Gaul, photographer at Prescott. In explanation of the picture, he tells us:

"The picture was made at the Smoki dances at Prescott on panchromatic film through a filter. 1930 marked the annual presentation and nearly three thousand people including many indians witnessed the dances which are carried out in a very dignified manner. The purpose of the Smoki is to perpetuate the lore of a fast diminishing race, the American Native.

"By the way, the snakes used are very alive."

SHAKE WELL

In the Defender Bulletin we found this helpful suggestion:

> A saturated solution of Epsom Salts in Beer and a little gum water make an excellent solution for frosting glass. Or Gum Sandarac in Alcohol and Ether.

To which we feel prompted to add —the concoction is intended only for external use, and you must furnish the ingredients.

Merchandise is seldom vocal about itself—except phonographs and radios—but its advertising should speak convincingly, compellingly, and its display in your window should fairly shout, "Here it is." Speaking of that, we now have a new film and finishing display ready to place in your window and start talking for you.

Kodak Verichrome Film sees fast for the amateur, and that's the very reason merchants are fast to see the profitable advantages of offering only Kodak Verichrome Film.







Our Salesmen Tell Us

Mrs. Dorothy Crawford, Burlingame photographer, has an attractive exhibit with the Palo Alto Art Club, at the Stanford University Art Galleries.

♠ ♠

In Abel's Weekly, March 26, we were glad to see pictures and a write-up of the new Logan Studio, Stockton. **Mr. Fred R. Schneider, Jr.,** is to be congratulated on the publicity which occurred in the big Spring edition of this popular publication. We hope we will see other studios enjoy similar publicity.

♠ ♠

The **East Bay Commercial Photographers Club** had their April meeting at the Marne Cafe. Nineteen photographers and friends were present which is an excellent showing for a local group of commercial men.

♠ ♠

The **Portrait Photographers of Oakland** also had their meeting at the Lakehurst Hotel in Oakland, and discussed plans for the traveling Convention which at that time was still in preparation.

♠ ♠

J. C. Shinkle has closed his Berkeley studio and has re-purchased the studio at Colusa. Mr. Shinkle formerly owned this studio, which until recently was owned by Mrs. Leora Moore.

♠ ♠

George W. Deacon and **Mildred Lyle Carleson** were married in Portland, Oregon, April 24. The many Bay Region friends of Mr. Deacon can write to the newlyweds at 727 East 46th St. N. in Portland.

♠ ♠

Photographers are invited to visit the California Camera Club between June 14 and June 30. There will be a display of pictures by Cramer of Copenhagen, Denmark, who enjoys a world wide reputation for his accomplishments. This display is of special interest because most of the prints are made on Charcoal Black paper.

♠ ♠

Recent visitors to San Francisco were **Messrs. Nickerson** and **Getz** of the McCurry Studio, Sacramento. They came to attend the miniature Convention held in this city. Other visitors were **Mr. Nelson** of Santa Rosa, **Fred Schneider,** Stockton, **Mr. Decker** of Petaluma and **Mr. Wheldon** of the same city.

Bert Hinthorne, Ashland, Oregon photographer is building a new home and doing most of the work himself. It promises to be an attractive and comfortable home when completed.

♣ ♣

Carl Baker of Eugene is an ardent fisherman and now has designs on the numerous trout which up to now have made their home in Oregon waters.

♣ ♣

The more cameras you put out, the more profits you take in. Kodak Film and developing and printing sales continue on, and on, and on.

♣ ♣

One of the most striking views of the arrival of the "Akron" was made by an Oakland photographer, **Clyde Sunderland.** The picture was made from a plane which flew above the "Akron", and as background, the greater part of the downtown portion of San Francisco appears in the picture. The photograph was excellent and the angle of view well selected.

♣ ♣

The Associated Photographers of Sacramento and San Joaquin Valleys met May 9 in Sacramento. **Fred Schneider** presided and guest speaker was **W. S. Guilford,** Sacramento banker, who spoke on the popular subject of economics. **C. F. Richardson** of the P. I. P. A. also spoke on the future of the Association. The following day, at 7 p.m., the photographers enjoyed another get-together meeting and reception at the Mills & Mills studio. **Mrs. Agnes Mills** was highly complimented on the luncheon she prepared, and a feature of this evening was the opportunity to see the son and daughter-in-law of **O. J. Smith** as they appeared in a play in which they took part in a local theatre.

The next meeting is scheduled for June 11 at Marysville in charge of **Henry Sackrider.**

♣ ♣

Guy Lykins of the Eureka Photo and Art Company, called to see us as he returned from the Knights of Pythias Convention at Merced.

♣ ♣

Charles Zanoni has opened his studio at 4472 Mission Street. Mr. Zanoni has had experience in San Francisco while employed in one of the larger studios.

♣ ♣

Roman Markoe has opened a studio at 2482 Mission Street, San Francisco.

♣ ♣

Mabel Spencer of the Spencer and Stolte studio, Alameda, spent a short vacation in Yosemite. She reports the Valley at its best with numerous opportunities for unusual pictures.

♣ ♣

The East Bay Portrait Photographers held their meeting at the Rockridge Women's Club, May 17. **Miss Barbour** spoke on floral design in relation to garden portraiture. **Mr. M. Curtis** spoke on photo-chemistry and its relation to light. The East Bay Commercial Photographers Club held their usual meeting at the Marne Cafe and reported good attendance. The chief subject of discussion was the possibility of creating new business.

♣ ♣

J. B. Rhea is the envy of our office force these days. His place of business is at Monte Rio on the Russian River, where swimming, boating and dancing are at their best. He called recently and showed us his new scenic business cards.



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with superstrength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

BEATTIE'S HOLLYWOOD SCHOOL OF LIGHTING



Designed to help the experienced Photographer improve his lighting, composition and negative quality. By the Beattie method of cross-lighting, beautiful effects are secured, and lines, hollows and bad features modified or improved at will —far better, and in a fraction of the time required to retouch and etch the negative.

Course No. 6—six lessons—includes six lighting examples from perfect 8x10 negatives with diagrams and directions followed up with constructive criticism of subscriber's trial prints. Lightings can be made with simple equipment. Fee $15.00. Join us today.

BEATTIE'S HOLLYWOOD HI-LITE CO.

Dept. K

6548 Hollywood Blvd., Hollywood, Calif.

(You may enroll through Hirsch & Kaye)

Roll Film Development

By J. I. Crabtree

(Continued from March and April Numbers)

Have You Kept Your Copies for Reference?

Washing

Films should be thoroughly washed after fixing in order to remove the dissolved salts and hypo, otherwise these will eventually cause the silver image to fade.

Washing occurs in three steps, namely—a diffusion of chemicals from the film, removal of the chemicals which have diffused out from the vicinity of the film and renewal of the water in the tank. A constant supply of fresh water is necessary. A rate of flow equal to five times the volume of the tank in thirty minutes is satisfactory. An arrangement of piping similar to that mentioned previously for the rinse tank is satisfactory. Films must be kept well separated while washing. Should the force of the water supply not be sufficient the films should be agitated by hand.

There are a number of errors which are current concerning washing. It is commonly believed for instance that film and paper can be washed more rapidly in warm water than in cold. This is a mistake. It is true that any salt will diffuse more rapidly in warm water than in cold, but when washing a photographic material the diffusion has to take place in gelatin, and the warmer the water in which the gelatin is placed the more it swells, and its swelling hinders diffusion in about the same proportion as the rise in temperature accelerates it. Washing goes on at about the same rate at all ordinary temperatures.

It is sometimes stated that a material which has been hardened in the fixing bath washes more slowly than a material which has not been hardened. This, too, is incorrect. Gelatin is like a sponge; the effect of hardening is to contract all the network of the sponge, but in so doing the gelatin as a whole is not contracted and there is no difference in the diffusion between gelatin, which has not been hardened and which has been hardened, unless the gelatin has been dried after hardening. If a negative is thoroughly hardened in the fixing bath and then dried down, it will not expand much when soaked again and consequently diffusion through it will be difficult. Before drying the hardening does not affect diffusion and the materials which wash most quickly are those in which the gelatin has not been swollen in its treatment, either in development or fixation, but has been kept in a firm, solid condition.

Drying

The time required for drying films depends on many factors including the quantity of water in the gelatin coating, the relative humidity of the drying air and the rate of renewal of the air in contact with the film surface.

It is obvious that the more the film is swollen, the more water it contains

(Continued on page 19)

New Model 8x10 Commercial Elwood Enlarger

This is the most efficient, practical and easiest operated machine of this size on the market.



It enlarges and reduces from the full 8x10 negative. The large 21-inch silvered and polished reflector gives perfect illumination. There is absolutely no falling off toward the corners.

Light bulbs of any size from 200 watt to 400 watt can be used. The 200 watt bulb is fast enough for average work and regular enlarging paper. The 400 watt is extremely fast, intended only for dense negatives and slow paper. This bulb makes it possible to enlarge on regular contact printing paper in less than one minute.

The body of the Enlarger is counter-balanced and is operated by the large hand wheel and rack and gear. The image is also focused by rack and pinion. There are slots just above the negative carrier for screening off undesirable portions of the negative, and the red screen just back of the lens is convenient for placing the paper. The new improvements in this Enlarger make it the easiest operated Enlarger regardless of size.

The main stand is hinged and can be tilted back for horizontal projection or copying. This feature increases the usefulness of the machine and the size of enlargements or copy is unlimited.

Camera Back

A camera back can be furnished as extra equipment for this Enlarger and it then becomes a most efficient Commercial copying camera for the studio which can be used either vertically or horizontally. The camera back must be ordered with the Enlarger as the regular Commercial Enlarger does not have a removable lamp house.

Specifications

Height of vertical standard	60"
Greatest height over all	80"
Greatest height negative to paper	63"
Light Recommended	200, 250 or 400 watt
Rack and pinion focusing	
Bellows extension	26"
Enlarges	40"x50"—5 Diam.
Reduces	3¼"x4¼"—⅛ Diam.
Weight boxed for shipping	200 Lbs.

Price of Enlarger only without lens, but including one 200-watt light bulb, electric cord and switch $125.00

Camera Back Attachment and removable lamp house, extra ..... $ 30.00

Send for the complete catalogue of Elwood Enlargers. It contains valuable information for projection printing.

The Brunner Automatic Glossy Print Dryer

Designed to meet the requirements of the smaller photo finishers. Small in size, low in price, yet sturdily built of the same fine materials as the larger and more costly Brunner dryers. A machine that entirely eliminates the labor and expense of the present method of drying on squeegee tins.



Table Model Dryer

This dryer will handle 700 amateur size prints per hour with ease. It is entirely automatic and requires no labor or attention other than laying the wet prints on the machine and sorting them when dry. One person operating a Brunner dryer can turn out more work than two people drying prints in the old fashioned way with squeegee tins.

Details of Construction, etc.:

This dryer measures 44 inches long, 30 inches wide and 22 inches high. It can be placed in any plant on a small table, bench, etc., and occupies considerably less room than old fashioned drying outfits consisting of wringer table, drying cabinet, stripping table, etc.

Westinghouse motor, Boston reduction gear and ball bearings throughout provide a smooth running, silent mechanism that will operate for years without mechanical trouble.

The frame is strongly made of heavy angle and channel iron rigidly bolted together. Steel roller chain used for plate conveyors and conveyor drives.

The Brunner dryer is shipped completely assembled in one crate and can be put into operation one hour after uncrating.

Shipping weight, 250 pounds.

Price $350.00.

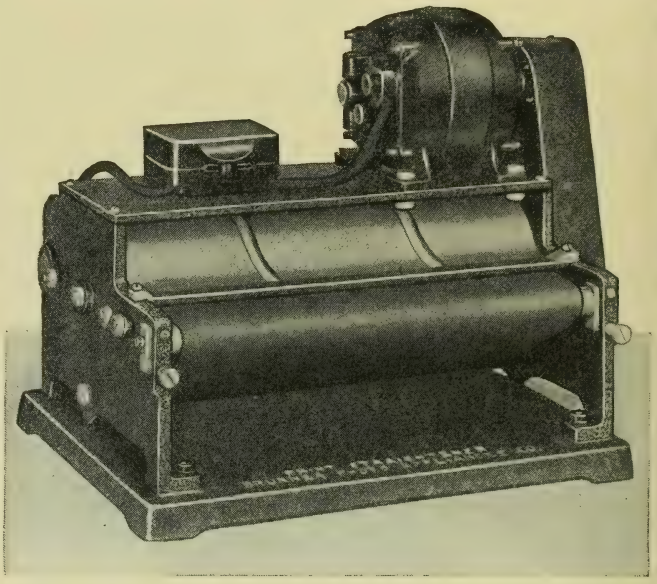
Electric heat $25.00 additional.

When ordering state whether Alternating or Direct current.

Here are two desirable additions to your equipment—The Elwood Enlarger and Brunner Dryer, like other apparatus we offer, can be purchased on terms of monthly payment.

You Need a

Brunner Print Straightner



THE recent advent of chromium plate glossy print dryers, with their resultant quick drying of glossy prints, has made necessary the straightening or flattening of these prints after drying. Flat, smooth prints are more quickly handled in sorting and inspecting and are appreciated by your customers.

How It Operates

The Brunner Print Straightener is a radical departure from present methods of print straightening. Prints fed into the machine face down are carried through a series of straightening rollers and leave the machine either perfectly flat or with reverse curl as desired.

The series of straightening rollers in the Brunner Print Straightener gently carry the prints through the machine without cracking the emulsion and does away entirely with bothersome dampening or steaming.

Advantages

Adjustment of the machine for curl is not required since the series of straightening rollers automatically prepare the prints for the final straightening at the end of the machine. Thus prints of varying degrees of curl can be placed in the machine and will come out either flat or with a slight reverse curl if desired. This is an exclusive feature of the Brunner Straightener and means much to the photo finisher who uses inexperienced help in his finishing rooms.

The print carrying belt is made of substantial seamless pure gum rubber, nearly one-eighth inch in thickness. A simple and efficient adjusting device keeps it running true. Even if allowed to get out of adjustment the belt cannot wrinkle, or "pile up" like the canvas or webbed belts commonly used. Neither can the belt shrink or stretch and it is always at the correct tension for efficient operation. The flexibility of this rubber belt will allow prints to be fed in stacks of four to six at a time without damage. This rubber print carrying belt is another exclusive and highly important feature of the Brunner Straightener.

It's Speedy

The machine will handle amateur sized prints as fast as they can be fed into the machine. It will accommodate prints up to 10 inches in width and will also straighten cloth backed prints efficiently.

Well built.

The Brunner Print Straightener is motor driven and completely ball bearing.

Shipping weight 40 pounds.

Price—$90.00
(Terms if desired)

Order from

HIRSCH & KAYE
Your logical source of supply

Roll Film Development

(Continued from page 15)

and therefore the longer the time required for drying. Therefore, to insure rapid drying it is necessary to prevent excessive swelling of the gelatin coating. This can be done by keeping the temperature of the developer, rinse and fixing baths as near 65°F. as possible. Avoid the use of old solutions especially the developer which makes necessary prolonged development. The use of a chrome alum rinse bath makes for more rapid drying especially during warm weather.

The drying power of air increases rapidly with the temperature, however, care must be taken not to have the temperature of the drying room over 95°F., otherwise the films will dry brittle. In fact, they will do so at this temperature unless there is a rapid circulation of air. It is a good rule to use as low a temperature as is consistent with the maximum time that can be allowed for drying the films.

It is a good idea to allow the films to drain thoroughly before placing in the drying cabinet or allowing the drying air to strike them. Otherwise tear drop markings may result. These are caused by drops of water remaining on the film and preventing the gelatin from shrinking uniformly as it dries.

Temperature Control

Temperature is without doubt one of the most important factors influencing the processing of roll film. In spite of this fact many photo finishers ignore its importance by guessing, not realizing that the only way to determine the correct temperature is with a thermometer. The ideal temperature for the developer rinse and fixing baths is 65°F. Many finishers think of temperature as only affecting the speed of developing, and that the effects of any temperature variation may be overcome by simply developing for a shorter or greater length of time. This is not so. Hydroquinone is quite sensitive to temperature. When this is low the hydroquinone is much less active and weaker negatives result even though development is prolonged. On the other hand, if the temperature is high the hydroquinone is much more active than the Elon, which is affected very little, with the result that the negatives are apt to be contrasty. Other disadvantages of working at temperatures above 70°F. are as follows:

The developer tends to give excessive fog, oxidizes much more readily. Therefore, tends to become exhausted and discolored, also the gelatin film tends to swell excessively, thus rendering it more susceptible to scratches, abrasions and blisters. Because this swollen film contains an excessive quantity of water a much longer time is required for drying.

For uniform results it is absolutely necessary that provision be made for maintaining the solutions at the proper temperature.

In conclusion, if you want to avoid the effects of scum, mottle, stains, blisters and fog,

Skim the developer before using.
Agitate the films thoroughly.
Use reasonably fresh solutions.
Rinse thoroughly after development.
Use standard formulas.
Chemicals for photographic purposes.
Proper safelights and
Keep the solutions as near 65°F. as possible.

New Goods You Will Want

FOTOLITE SPOTLIGHT



A spotlight of novel construction. Interior finish is black, no reflector. Light from 500 watt lamp passes through three lenses. Can be focused from a small circle to a large floodlighted area.

Exterior finish is in black and chromium. A folding stand and cord are supplied.

Here is a practical, efficient spotlight for only $25.00, bulb extra.

FOTOFLOOD LAMP OUTFIT

Number 215

Especially designed for the popular 64-volt bulbs and the newer Fotoflood lamps. Outfit consists of a reflector of ample size and efficient design, cord and plug, and 2-section stand. Notice the low price.

$6.00, complete with bulb, ready to use.

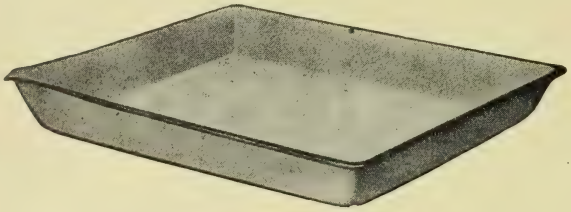
Double unit, stand, bar, clamps and two reflectors, $9.00.



Hand reflectors, $1.25

Steel Enamel Trays

AT NEW LOW PRICES, LOWER THAN YOU HAVE BEEN QUOTED



Made expressly for photographic use these trays are both acid and chemical proof. Under ordinary conditions of usage they will last indefinitely.

PRICES

4x 6	$0.60
5x 7	0.75
7x 9	1.00
8x10	1.10
10x12	1.50
11x14	2.50
14x17	3.60
16x20	4.80
20x24	7.50
23x28	13.00

Now you can afford those new trays.

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions.

For panchromatic the ratio of Mazda wattage to mercury is two to one.

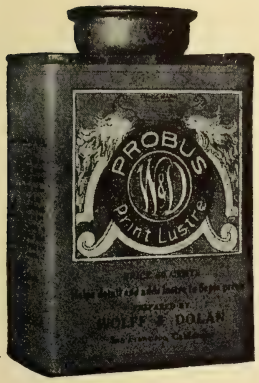
Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.
SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE

PROBUS PRINT LUSTRE



Adds brilliancy and depth to the shadows, and gives a lustrous finish to all grades of Artura, Vitava, Cyko, Defender and other developing papers, or Bromide prints. It helps detail wonderfully and is especially effective on sepia-toned or redeveloped papers. Invaluable for cleaning soiled photographs or renovating old prints for copying. Unequalled as a negative varnish and retouching medium. Once used PROBUS PRINT LUSTRE will be found indispensable.

●

PROBUS PRINT LUSTRE
is used with excellent results as a color medium.

●

Half pint tin 65 cents

Order a supply today from HIRSCH & KAYE

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



3 SIZES
10, 17 & 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

□

Distributed by
HIRSCH & KAYE

GEVAERT

ORTHO

COMMERCIAL

FILM

Extremely high orthochromatism means the most accurate reproduction of tonal values—the closest conformity of final results with the original as seen by the eye.

Gevaert Ortho Commercial Film possesses the most unusual degree of orthochromatism which will give this truthful rendition in every detail. You owe it to yourself to let the qualities of this film work for you.

THE GEVAERT COMPANY
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423-437 West 55th Street

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All Gevaert Products for Sale by
HIRSCH & KAYE, 239 Grant Ave., San Francisco

GEVAERT
SAY "GAY-VERT"

A Simple and Practical Method of Building an Extension for Stoneware Deep Tanks

In many cases the depth of stoneware processing tanks now used in photo finishing plants is suitable only for 6-exposure rolls. The introduction of the new 8-exposure rolls, therefore, calls for some way of increasing the depth of present equipment.

One practical method is by means of a metal extension attached to the top of the tank and easily built by anyone possessing a fair amount of mechanical ability.

The following construction, providing a double seal which holds the extension rigidly to the tank and yet resists cracking from sudden jars or expansion and contraction, has been found very satisfactory.

Details of Construction

In the construction of a tank extension, it must be remembered that it is absolutely essential to use materials which will not corrode when in contact with the processing solutions. The most satisfactory metals for this purpose are Allegheny and Monel metals. If these are not available, galvanized iron may be used provided that before placing the metal work on the tank, it is painted with a hot asphalt compound (storage battery sealing compound)

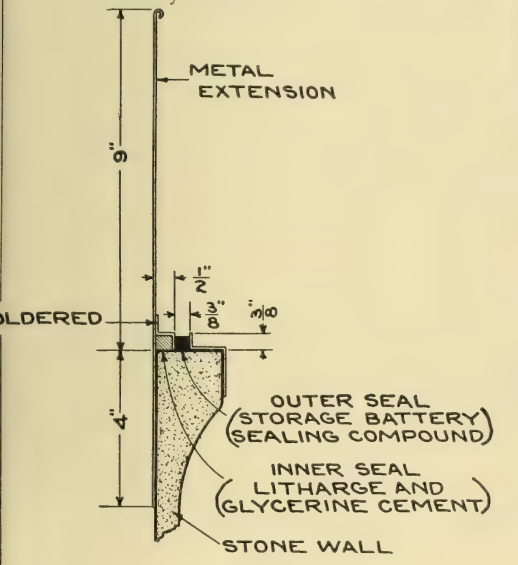


Fig. 1

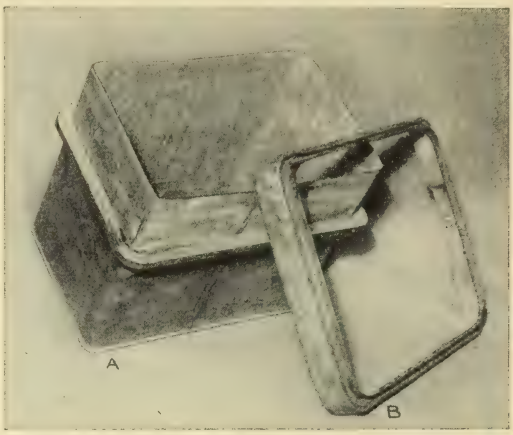


Fig. 2

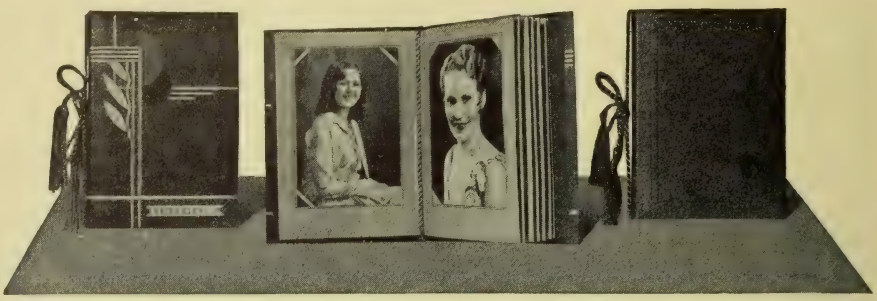
and then "flamed" with a torch so as to make certain that the entire surface is covered and without pin-holes or air bubbles.

Figure 1 gives dimensions and shows in cross section the construction of the seals.

Figure 2 shows the metal parts which constitute the extension assembly, that is (A) the extension proper, and ((B) the collar which provides a form for the outer seal. It is usually essential that the part of the extension which fits into the tank be at least 4 inches long (Fig. 1) because of the overflow opening which is present in nearly all stoneware

(Continued on page 26)

Here is our new Student's Album . . .



THE CLASS-MATE FOLIO

A new note in an album. A four-page leaf slips between the heavy, tasseled cord and cover. No pasting or tying. Leaves holding four prints each have die cut slots for 3x4, 3x4½ and 4x6 portraits. Leaves are all one outside size to fit either Folio.

Choice of two Folios as shown in illustration. One stamped with the word "Classmates" and ornamented in multitoned coloring with a modernistic design—a real school effect. The other cover is left plain purposely—many studios will use this in addition for their school work, also for family, wedding, club, etc. groups.

Binders cost 75 cents and $1.25 each—leaves for all size portraits, each holding four prints, 7½ cents each.

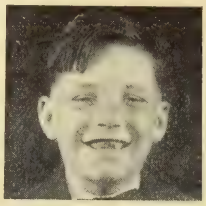
Of the many students albums we have designed, we believe you will consider the CLASS-MATE FOLIO one of the best. If you have been featuring students albums you know their sales possibilities. If not, become acquainted with them. They take school portrait work out of the narrow margin profit class.

Sample of the CLASS-MATE FOLIO and leaves sent on receipt of list price. Be sure to mention the print size for which you want the leaves. Order your samples today—to have that *something new* to show the students. If you want more information before ordering, write us for our Special Students Album Circular.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

The day the Akron came over the city I got my tonsils sunburnt.

♣ ♣

Outside of that I've been awfully busy since the last "Focus" came out. It's no easy job to see all the big shots in the business.

♣ ♣

The bosses are easy enough but these secretaries, they're the ones that's hard to see.

♣ ♣

First I had to go to one office, then another. These people are harder to find than flees on a black dog.

♣ ♣

But I wasn't undisrecouraged. Somebody had to do something for the photographer.

♣ ♣

I've been reading about farm relief, cotton relief, bank relief and help for the railroad.

♣ ♣

Then there's relief for fallen arches, gas on the stomach and help for the veterans, Halitosis and B. O.

♣ ♣

And all this time, nobody does anything for the photographer, except the stock houseman who reminds him how much he owes.

Why should the farmers get relief? They never had enough money to need any relief.

♣ ♣

If we can't afford cotton clothes we can wear silk. And the banks—look how much money they have.

♣ ♣

And so it goes.

♣ ♣

Now, I've been figuring that we got a lot of customers who run their cars a lot. One day they're here and next day some place else.

♣ ♣

Here they are—away from home, in a strange place, and nobody cares.

♣ ♣

What photographers need is a place where they can go in time of need and tell their troubles.

♣ ♣

So finally, I got it fixed up.

♣ ♣

Hereafter, any photographer in any western state, inside 2000 miles from San Francisco, who is stranded in a strange town, can go to any oil station, and by just mentioning my name, will get, free of all cost—free air and water.

♣ ♣

Ain't that somethin'?

—Jerry.

Stoneware Tanks

(Continued from page 23)

tanks. With tanks which do not have this, the extension into the tank may be reduced to 2 inches. There should not be more than ⅛ inch clearance between the inside of the tank and the metal.

The inner seal, as shown in Figure 1, is not intended to be liquid tight but is only for the purpose of cementing and holding the attachment rigidly to the tank. The cement to use for this purpose is composed of a mixture of litharge and glycerine, proportioned to a soft putty-like consistency. The sealing operation is accomplished by placing an amount of the mixture at D (Fig. 3) and then forcing the extension into the tank—flange (B) resting on surface (C)—before the mixture has time to "set". The excess mixture is then removed from the outside and the seal left undisturbed for several hours before continuing work on the outer seal. Figure 4 shows the metal extension in place.

After the cement has "set", the collar (B—Fig. 2) is placed as shown in Figure 5. A small amount of molten battery sealing compound is then poured between the collar and the inner flange (Space E—Fig. 5) and heated with a torch until the metal and stonewear surfaces are "wetted". The seal is then allowed to cool slightly before filling the remaining space with the sealing compound, after which the torch should be applied, but not long enough to cause the battery compound to run out at the bottom. The tank should not be filled with solution until several hours after assembly in order to allow for a complete cooling of the seal.

Figure 5 shows the completed tank, ready for use.

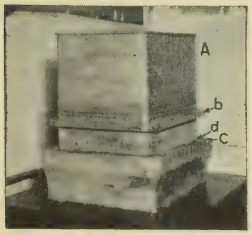




Fig. 3

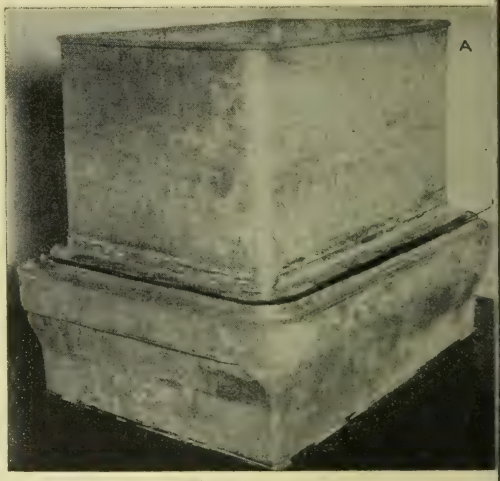


Fig. 5

What a Difference a Few Cents Make!

Ferrotype plates may well be considered among the most important articles of equipment used by photo finishers and commercial photographers. It isn't what you pay that counts, it's what you get for your investment. Inferior plates are an expense, but the best plates are a profitable investment.

There are several types of Chromium Ferrotype Plates made. When they were first announced, we did not accept the first plates offered to us, as we felt there was still much experimenting to do. Results justified this opinion and we continued our search for better plates.

The plates we now offer are the result of experiment and have stood the test of constant use by many people, under various conditions. Our plates are triple-coated chromium on spring brass, the metal best suited for finish, polish, heat control and long life. In stock in 18x24 size.

Price each ..... $ 3.00
By the dozen 30.00

Order today from Hirsch & Kaye.

Economical—Powerful

The new Photoflood Globe is destined to be as wonderful for the Photographer as the Photoflash, and at the price of 35 cents for two hours' burning, it is less expensive and enables its use for both Movies and Stills.

This globe, when used on 115 volt circuits, draws about the equivalent of a 250 globe, or exactly 2¼ amperes, and produces a white actinic illumination equivalent of 750 to 1000 watt. This means that as high as 6 can be burned on a single house current, drawing a total of 15 amperes and producing 4500 to 6000 watt illumination.

Maximum efficiency will naturally be derived from the use of suitable reflectors. We offer an excellent Photoflood Reflector with handle, push button socket and cord for only $1.25. A similar reflector on telescopic stand complete with push button and cord can be supplied for $6.00. Order your Photoflood Globes and Reflectors today from Hirsch & Kaye.

←❋→

TROPICAL DEVELOPER

One of our customers in the tropics asked us to furnish a developer suitable for his location under rather trying conditions. He mentioned that the temperature of the darkroom was always between 82 and 95 and there was no electricity to operate fans or ice machine. We were able to give him a formula for his prints and enlargements, as well as helpful suggestions.

If you are interested in this problem, write to us for the formula.

←❋→

ENLARGEMENT—based on a known exposure, you can calculate exposure time increase to degree of enlargement on the following scale:

1½	times size—		1½	times exposure	
2	"	"	— 2¼	"	"
2½	"	"	— 3	"	"
3	"	"	— 4	"	"
4	"	"	— 6¼	"	"
5	"	"	— 9	"	"

Introductory Offer

Charcoal Black Available in Assorted Packages

In order to let photographers know more about the quality of Charcoal Black paper, we are now prepared to furnish introductory packages which contain six sheets of each of the three surfaces in which Charcoal Black paper is made. This paper is furnished in 8x10 size at price of $1.65. The introductory packages also contain instruction leaflet and a few test strips for determining exposure.

Here is an opportunity to become familiar with a most unique paper made in three grades. Order a package, make your sample prints and you will have something new and distinctive to offer in your studio.

←❋→

RECORD PASSPORT PHOTO?

A local photographer has made what appears to be a record passport picture. A family of eight appear in the picture, which is excellent for composition and lighting, and is made in regulation size, approximately 2½ inches square. Has any "Focus" reader made larger groups for the same purpose?

←❋→

Hot beeswax, applied with a small brush in plate holder grooves, with a later rubbing, will make the slide pull easily. And there are other friction parts of the camera where the wax treatment will benefit.

ELIZABETH CROWNOVER
Retoucher

Complete Attention
Prompt Return
Prices Right

HOTEL CECIL SAN FRANCISCO
ORDWAY 3733

Bargains for the Photographer

STUDIO PRINTER with plate glass top, 12x12. This is a home-made printer but was made by cabinet maker and is well made and businesslike in appearance. Illumination furnished by eight globes, each one mounted on a socket that can be moved in any direction, including up and down. One of the most practical printers we have seen in many a day.

Bargain Price **$57.50**

BARRE TIMERS No. 401

This timer will ring an alarm bell at any designated time from 1 to 60 minutes or over. Will run continuously for 36 hours with one winding. The Barre Timer No. 401 is four inches in diameter and well made of brass with nickeled case.

You need a Barre Timer for tank development, washing prints, and almost every photographic process. Accurate timing will insure best results from your workrooms.

Price $2.50

Sold under a money back guarantee.

NEWCO FLASH POWDER

SLOW—A slow burning powder for commercial work, where extreme detail is wanted.

UNIVERSAL—An all-around powder for portrait or commercial work, for pan or bag use.

BAG—For banquets and groups, made with flash bag or cabinets (not pan). Quite noiseless.

SPECIAL FAST—To be used in open pan only, to stop action.

Newco Flash Powder, 2 oz. **$0.75**

MUSLIN SIGNS

Size 12x76. Printed in 2 colors. Read "Films—Developing and Printing—24 Hour Service." (Also have signs to read "Daily Service.") Please specify.

Bargain Price ..... **75 cents each**

USED FILM PACK ADAPTERS

5 x7	Graflex	**$4.00**
5 x7	Premo	**2.50**
4 x5	Premo	**1.50**
3¼x4¼	Premo	**1.50**

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price Each*
	Length	*Width*	*Depth*	
2—10 gal.	8 in.	8 in.	38 in.	**$21.00**
4—14 gal.	8 in.	9½ in.	42 in.	**24.00**
4—18 gal.	10½ in.	9½ in.	42 in.	**27.50**
7—24 gal.	14 in.	9½ in.	42 in.	**33.00**
4—29 gal.	17 in.	9½ in.	42 in.	**38.50**

Terms if desired.

PHOTOMAILERS

Notice These Low Prices

234— 5½x11¼,	per 100	**$ .90**
240— 6½x15¼,	" "	**.90**
246— 7½x15¼,	" "	**.90**
160—12 x18,	" "	**3.50**
162—13¼x17½,	" "	**4.00**

4A STUDIO CAMERA with 5x7 and 8x10 backs. A modern camera in very good condition.

Bargain Price **$77.50**

SEMI-CENTENNIAL STAND, excellent for above camera, or larger.

Bargain Price **$40.00**

BACKGROUNDS 8x8 with 7-foot floor extension. Assorted designs. Write for photos.

Each **$12.50**

Bargains for the Photographer

8x10 ANSCO PRINTER.
Bargain Price **$32.50**

USED PAKO JUNIOR PRINTER **$32.50**

HOME-MADE SPOTLIGHT. Mounted on wood base and iron pipe. Crude but fairly efficient.
Bargain at **$2.50**

12-inch **GOERZ DAGOR LENS,** F6.8 in Compound Shutter.
Bargain at **$79.00**

8x10 **GOERZ DAGOR** 12-inch F6.8, in Acme Shutter.
Bargain at **$75.00**

9-inch Rapid **RECTILINEAR LENS** in Victor Shutter. Speed F.8. Look at this price **$6.00**

12¾-inch F.S. **ILEX PORTRAIT LENS** in Universal Shutter.
Bargain at only **$37.00**

9½-inch Series I **VELOSTIGMAT LENS** in Optimo Shutter. Speed F6.3.
Bargain Price **$49.00**

5x7 **TURNER REICH LENS** in Acme Shutter. Focus 7½ inches at F6.8.
Bargain Price **$41.00**

5x7 **VERITO LENS** in barrel. Focus 8¾ inch at F4., for only..... **$29.50**

5x7 1C **TESSAR F4.5 LENS**—7-7/16 inch focus. This lens is furnished in barrel. **Bargain for** **$35.00**

RISE PRINT STRAIGHTENER, hand driven model. This machine looks like new and is furnished with late model sectional canvas belt. You can always add a motor.
Bargain Price **$20.00**

Number Three **COMBINATION TRIPOD;** looks like new, for **$7.00**

CLOVER LEAF THUMB TACKS supplied in cartons, each containing 12 boxes assorted sizes, in green and gold. Intended for picture display, we offer a real bargain at **45 cents** a carton of 12 boxes.

RUSTIC BENCH. Comfortable for one or two people.
Bargain Price **$3.00**

Are you in need of a settee for your reception room? We offer a bargain. Write for details of a real bargain.

10x14 **LIGHTWEIGHT FERROTYPE.** (Squeegee) plates.
Bargain Price ..... Dozen, **$1.75**

WIRE HANGER RODS for deep Tanks.
17-13 inch Rods for..... **$0.75**

30-INCH HALLDORSON PRINT WASHER.
Bargain Price **$16.50**

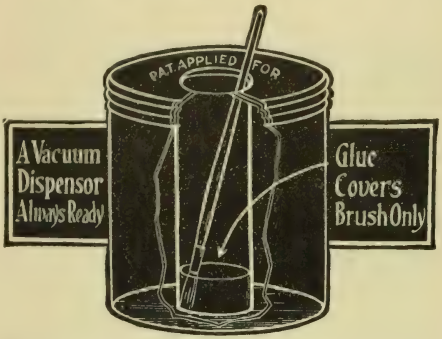
8x10 ILEX PARAGON LENS, F4.5, in barrel. Looks like new.
Bargain at **$90.00**

GRAF VARIABLE LENS — 7½ to 8½ inch focus. Speeds F3.8 - F4.5. Original list of $82.50, now reduced to **$45.00**

KODAK ANASTIGMAT LENS. F4.5, in barrel.
Bargain at **$47.00**

CAMERALITE. A powerful twin arc lamp which resembles a large hand camera when closed. Has side wings to control area illuminated, weighs 6 pounds and is designed as a hand lamp or to be used on a table. We call this a good lamp. See Page 51 H & K catalog.
Bargain Price **$10.00**

SURESTICK



WHITE PHOTOGRAPHIC GLUE

Never cracks loose, Sticks quickly. Always ready, does not draw, wrinkle, or harm your prints.

HIGH GRADE ADHESIVE — *Built Especially* for ARTISTS and PHOTOGRAPHERS.
Only Small Amount Required.

VACUUM DISPENSERS to be refilled.....55c

PLAIN JARS

½ pint.....50c
pint.....85c
Quart.....$1.50
Gallon.....5.00

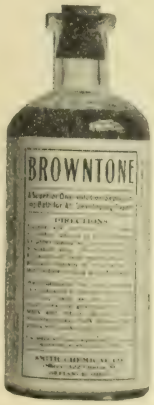
BROWNTONE

For Rich, Warm GOLDTONES and SEPIAS

A ONE-SOLUTION SEPIA BATH makes SEPIA TONING **QUICK** AND **EASY.**

Eliminates your Toning Difficulties.

Retains the Quality of the HIGHLIGHTS and SHADOWS.



No Chance to Overtone.
ALWAYS READY.

8 oz. bottle.....$1.00
Gallon.....$12.00

All these products manufactured by

SMITH CHEMICAL CO.
Defiance, Ohio

Sold by

HIRSCH & KAYE

NEWTONE



RESTORES FADED PHOTOGRAPHS

Let everyone in town know that you can restore those old, faded photographs, or Sepia prints to the original black and white, regardless of how much the Silver Image has faded due to sulpherization.

RENEW PRINTS to be COPIES.
A complete UNIT necessary—4 8-oz. bottles.....$3.00

A Well Known COLORIST says:

"A BROWNTONE SEPIA is a PERFECT foundation for a Lovely OIL Painting or Pastel. BROWNTONE is *indispensable* for COLOR work for the Rich, Warm tone make it very simple to secure those *Lovely Natural* FLESH Tones, demanded in all high class Oil Paintings and Pastels."

Stain-Off

REMOVES ALL PHOTO STAINS

A Real Discovery

Why be inconvenienced with rubber gloves or BE EMBARRASSED with stained nails and hands when a few seconds time at the close of each day and a little cost, $1.00 a box, will put your nails and hands in *perfect* condition for several months.

The March of Progress



GREATER business depends upon progress, and the most outstanding advance in the field of portrait photography is that made possible by the increased speed and complete color sensitivity of Eastman portrait materials.

Eastman Super-sensitive Panchromatic Film has so reduced exposure that in many studios the average portrait is now made in the fraction of a second. Added to this marked advantage, which makes possible more natural and pleasing expression, color sensitivity has given a finer rendering of flesh tones, eliminating much of the roughness from proofs, creating greater customer satisfaction, and increasing the size and value of orders.

Be progressive, use this improved material and increase your portrait business.

EASTMAN KODAK COMPANY Rochester, N. Y.



Different Only in Size

THERE was a time when the difference between a contact print and an enlargement was one of quality. Vitava Opal has made it a mere difference of size. Contact quality has become a reality in the portrait enlargement because Opal has all of the gradation of the finest contact printing paper, with pleasing warmth of tone—a quality which permits one to deliver prints of any size from one size of negative.

A new grade of Vitava, Opal T, now supplies the ideal medium for finer proofs. It is almost as heavy as double weight paper but sells at single weight prices. If you are not convinced that finer proofs will have an enhanced value as a sales aid, will produce better orders—try Opal T prints from proof retouched negatives. Your dealer can supply you.

EASTMAN KODAK COMPANY Rochester, N. Y.

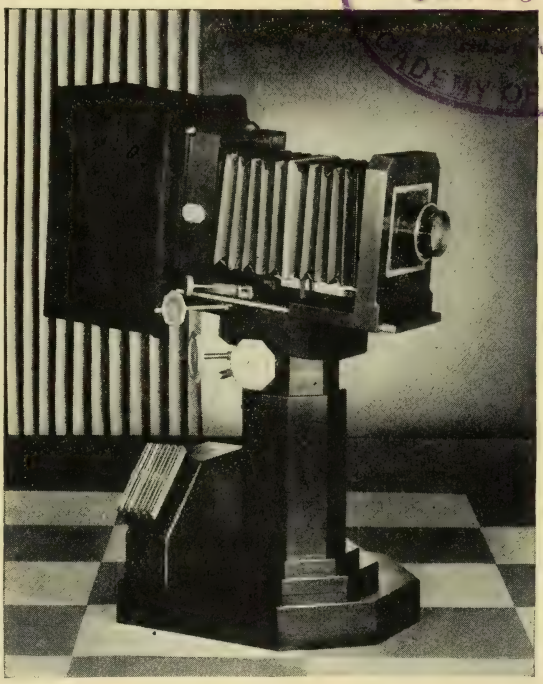
SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. VIII JUNE, 1932 No. 6

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ACADEMY OF SCIENCES



Visualize this Camera in Your Studio

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

DEFENDER

Portrait Film

A modern portrait film
for the modern portrait studio.

SPEED; the flashing speed of the orthochromatic type of sensitivity with artificial illuminants. With it, a truly remarkable fineness of grain.

NON-HALATION; in Defender Portrait Film this inherent film attribute is enhanced by exceptional clarity of base and coating to give extraordinary printing quality.

SCALE; long, and crisply brilliant.

LATITUDE; generous enough to minimize any ordinary timing error.

If you are one of those to whom quality makes the strongest appeal, Defender is especially eager to help you get acquainted with Defender Portrait Film.

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DEFENDER FILM:

Portrait
Commercial
Commercial Ortho
Panchromatic
Com'l Panchromatic
X-F Panchromatic

•

Made by
DUPONT FILM MFG. CORP.
New York City

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If unable to locate a source of supply for Defender Portrait Film or for information in detail—write Service Department, Rochester, N. Y.

Defender Photo Supply Co., Inc.

ROCHESTER, NEW YORK

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. VIII JUNE, 1932 No. 6



J. W. BEATTIE

Modern photography suffered a decided loss in the death of J. W. Beattie June 7. Mr. Beattie was born on a farm near Gastonia, North Carolina, and when about 8 years of age, his family moved to Paris, Texas. It was in the neighboring town of Decatur that he received his first instruction in photography when he was employed as an apprentice at approximately 18 years of age, but he was not satisfied with the opportunities which were rather meagre.

He found employment with a traveling studio and because of poor transportation facilities and exposure to the severe winter weather in his travels through the Midwestern States, he decided to seek further opportunities in the West. We next hear of him in Phoenix operating what was probably the only studio at the time located in a tent on the main street. The lure of the desert was irresistible and with the aid of a so-called "portable" camera of the period, he made his first notable pictures. He then went to New Orleans as partner in a studio and in 1905 he settled in Illinois and became a demonstrator for the M. A. Seed Dry Plate Company and later with the G. Cramer Dry Plate Company. During the World War he managed the studio of Harris & Ewing in Washington.

After the War he located in the then little town of Hollywood where he managed the Hoover Studio. By this time his ideas of a studio that would be a departure from the orthodox picture gallery had been quite developed. His pictures were known to be different from the ordinary. While experimenting with various lightings, he realized the need of an entirely new and complete lighting system, and in 1922 with his son, Robert, he established the Hollywood Garden Studio solely for the purpose of experiment in lighting and for demonstration. In 1924 he established the School of Lighting and has since conducted classes at his Garden Studio and has attended the leading conventions as a demonstrator. His latest aid to photography was the introduction of correspondence courses in lighting which have helped many photographers. His death is the result of a tremendously active life and while the world has lost a real artist, photographers especially have lost a sympathetic and helpful friend.

His son, Robert, will continue as executive head of the Beattie Hollywood Hi-Lite Company. The sympathy of all photographers not only in the West but throughout the nation goes to Mrs. Beattie and her two sons.



"NUF SED"

Says Mr. Clement Who Sent This Photo

This was the method adopted by Mr. E. C. Clement, 618 N.E. 32nd St., Portland, Oregon, to express his enthusiasm over the absolute purity and water-clearness of solutions obtained with Mallinckrodt Chemicals.

The solution to the left is M.C.W. Sodium Carbonate Photo, the middle one is M.C.W. Sodium Sulphite Photo, and the one to the right is M.C.W. Acid Pyro Crystals. That Mr. Clement went to the trouble to make and send this photo, speaks of definite satisfaction. (Thank you, Mr. Clement.) Had he said more, he likely would have pointed out the fact that each of the Mallinckrodt Photo Chemicals is made to act in perfect chemical harmony with the rest.

In order that you may test the advantage of this perfect harmony in photo-chemicals, we offer the following trial order—one to each photographer—postpaid to your studio for $2.00—

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

(Write direct to Home Office, St. Louis)
(Ask for free book, "The Chemistry of Photography")

Mallinckrodt
CHEMICAL WORKS

Second and Mallinckrodt Streets - - - - - St. Louis, Missouri
Chicago Philadelphia Toronto Montreal New York

Why Not Advertise Your New Equipment?

Why not advertise your new equipment?

Letting your customers know of improvements in your studio is a good policy for both portrait and commercial photographers.

It doesn't make any difference whether the "improvement" is a new spotting brush or a complete redecoration—the principle remains worth while. If you have bought a new light, or a new camera, or a new lens, or made any changes in the arrangements of your studio—advertise the fact.

Better still, why not advertise the improvements made in supplies and equipment by the manufacturers?

For instance, the introduction of panchromatic materials enabled photographers to produce a type of photograph and service unavailable before. Portrait photographers could explain to customers how "fast" material makes it easier to photograph babies; commercial photographers could explain to customers that the colors and textures of their goods can be preserved in monochrome by using certain types of material.

Similarly, every new development, such as the Photoflash bulb, etc., can be utilized as the basis for valuable advertising.

The psychology behind the idea is that you are showing your customers that you keep abreast of the times, and continually strive to render better service. Customers are bound to be impressed by the fact that you are a progressive photographer; one who constantly improves his facilities and knowledge. Customers will turn to you as a photographer who knows his business.

Furthermore, you can actually create sales. Let us assume that you have secured a piece of equipment, or adopted some new photographic development, that will enable you to handle a type of work that you had to turn down in the past. If you will properly advertise your new facilities, you are certain to get results.

Remember that new equipment and developments offer one of the best opportunities for advertising available for portrait or commercial photographers. If your latest acquisition is only a new etching knife—advertise it!

←❖→

FELT BACKGROUNDS

Since our first announcement of felt suitable for backgrounds, the numerous orders received for this material indicate that we have found something photographers want.

The material is available in several shades. Most orders specify No. 31X which is a dark blue color especially selected as to shade because it may be lighted to a medium grey by direct lighting or may be rendered a deep black. This material is furnished 72 inches wide at price of $3.00 a yard. You probably intended to order and forgot to do so. That is why we print this reminder.

Order today
from
HIRSCH & KAYE

←❖→

Ride your own hobby . . . for fun, but get off now and then and ride tandem on your customer's hobby . . . for profit.

←❖→

A wise old chap once gave this advice: "Successful selling consists in making your prospect want what you've got to sell, and not in selling him what you want him to buy." It sounds logical, too.



Pako Film Cutter

Here is a new machine that is going to save a lot of time and money in finishing plants.

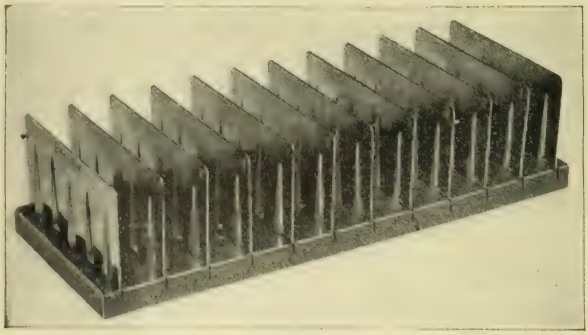
The PAKO film cutter is a compact unit that does away with the excessive time and uncertainty of film cutting on tables and with trimmers. In front of the operator is a convenient polished film trough along which the film is guided to the knife where it is cut smooth, clean and straight. Behind the knife is a lighted surface, enabling the operator to judge and sort films prior to printing.

A foot treadle operates the cutting knife. Behind the polished film trough are a series of partitions for filing film ready to be cut and sorted. You will note from the illustration that the order envelope may accompany the film through this operation.

The machine is made of metal entirely, and finished in polished and crackled enamel surfaces. Immediately under the cutting knife is a drawer for scrap. The PAKO film cutter will save many hours of time each week, and will soon pay for itself.

Price - $45.00

Pako Sorting Rack



PAKO Print Sorting Racks have finished wood bases with metal partitions — aluminum for lightness, beaded for strength and rigidity. They nest together for storage and will give years of service.

Price . . . $3.00 each

KEYSTONE MOVIE CAMERA

SPRING MOTOR

MODEL A PRICE $35.00

Convenient size—2¾" thick x 9" long x 4" wide, with 1½" lens extension. Symmetrical shape, making Camera easy to carry and permitting firm grip while operating. **Light weight**—KEYSTONE "MODEL A" CAMERA weighs only 3¾ pounds. **F3.5 lens**—universal focus with adjustable mechanical iris. This lens is fast and accurate, giving a sharp, true to life picture. **Monocular view-finder**—built right into Camera. Enables you to sight quickly and accurately the desired action or scene exactly as you want it to appear on the screen. **Tripod connection** provided for, but tripod is not necessary to obtain steady pictures. **Spring motor**—designed to withstand severe use. Made of specially treated high grade spring steel. **Easy winding**—winds very easily. Similar to winding a clock. Key is permanently attached to Camera and folds down out of the way when not in use. About 20 feet of film can be taken with each winding. **Capacity**—100-foot, or 50-foot. **Daylight loading**—Camera may be safely loaded in broad daylight. **Film register**—automatically indicates the amount of film left after taking each scene. **Audible film footage signal**—at every two feet of film a sound like a faint bell is heard so that without removing camera from eye you will know the amount of film you are taking for a particular subject. **Precision movement**—finger type movement feeds film steadily and with hairline accuracy. **Distinctive finish**—attractive black crackle lacquer with highly polished chrome trimmings. **Accessories**—leather carrying cases, tripods, screens, screen stands, and complete projetion equipment.

KEYSTONE PROJECTOR

16-MILLIMETER

MODEL A-74 PRICE $50.00

Illumination: 200-watt special concentrated filament pre-focus projection lamp. **Universal Motor Drive:** with special rheostat speed control. **For A.C. or D.C. Current:** 110-120 volts. **Air Cooled Lamphouse:** cooled by rotary blower fan. **Lenses:** high power 2" achromatic. Ilex lens system. **Cast Aluminum Alloy Body:** with baked black crystal finish. **400-Foot** reel capacity. Has simple threading, self-framing precision movement features. **Aperture Plate** may be taken off to be cleaned. **Cast Iron Base:** eliminating vibration. **Complete Stop** may be had for quick adjustment and focus.

NOTICE

Now Hirsch & Kaye offer you really attractive resale prices on these cameras and projectors. The equipment is most satisfactory; the prices are within reach of everyone, and our resale offer is one you cannot afford to miss. Write for illustrations.

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions.
For panchromatic the ratio of Mazda wattage to mercury is two to one.
Require no special wiring to install.
YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.
SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE

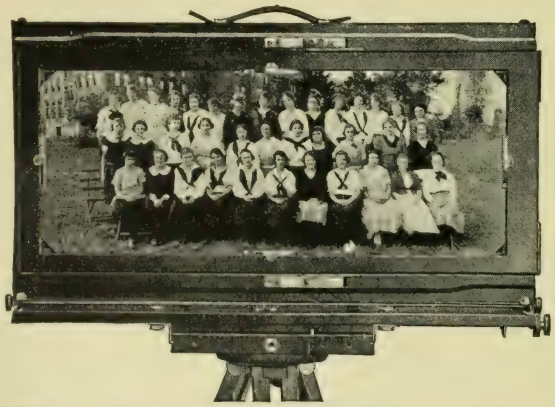
CHARCOAL BLACK

AN UNUSUAL PAPER *for* PROJECTION PRINTING

Designed for those who wish their prints to command attention and produce new business

Grade A Thin White — Grade B Medium Sketch White
Grade C Laid Surface, Medium Weight Cream
New Prices: 5x7 $0.65 per dozen — 8x10 $1.50—11x14 $2.95

Order from HIRSCH & KAYE



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

A Tribute to a Dog

Most people love dogs and many have one. Practically everyone has heard or read the speech of Senator West, in Congress, in which he so eloquently pays tribute to the loyalty and fidelity of a man's dog. We daresay many of the readers of THE FOCUS have a dog and would like a copy of his speech.

We can now supply a copy of this famous address, excellently printed in two colors, on buff cards, size 13x20. A space is provided for a picture 3¼x4¼, which we supply attached to the card. You can readily remove this picture and attach your own favorite picture.

There is a demand for these pictures. If you love dogs, you will want one for your office, your den or library. These cards also serve to help your finishing department because your trade will want to attach their favorite picture. If you sell frames and art goods, your opportunity is further increased as these cards should be framed. They are excellent gifts. Our resale price will interest you.

Single copies.....$1.00 each, list

←❖→

Outdoor Film Signs

These signs are of highest quality and consist of a porcelain enamel sign 14x20 inches, printed alike on both sides. The message reads—Developing & Printing, beneath which appears an opened carton of Eastman Film in color. The sign is suspended from an enameled ornamental wall bracket. Display the sign and sell more film. The profit on only six additional rolls will pay for the sign at

Bargain Price.....75 cents.

←❖→

To obtain more warmth in Velour Black sepias, made by the Hypo-Alum method, soak the prints in a formaldehyde solution for five minutes before putting them in the toning bath.

The suggested solution is—formaldehyde, one (1) ounce; water, thirty-two (32) ounces.

DURO

A Secret Process

HERE IT IS—something new—not an accident, but the result of years of patient experimenting; a successful formula for preserving, revitalizing and cleaning motion picture film.

PRESERVE YOUR FILM For the Years to Come

The DURO CO. was formed to exploit this process—which increases the durability of new film. DURO stops it from warping, toughens the emulsion —making it less liable to scratches, and protects film from oil and dirt.

YOU CAN SAVE YOUR OLD FILM

Old film treated by the DURO process takes on new life. Small scratches disappear, and your pictures are once more clear and brilliant on the screen.

Hirsch & Kaye will treat your film at the following prices:

400 feet—16 mm. film.....$1.75
1000 feet—35 mm. film..... 3.50

May We Serve You?

←❖→

"Two prints of each?" asked at the photo counter is usually answered with double emphasis at the cash register.

←❖→

It takes only a minute to go over your customers' snapshots with them, and the goodwill lasts for years.

←❖→

If you write your name, or the title, on a piece of unexposed paper with a soft lead pencil, then expose, develop, etc., the lead will be entirely gone by the time washing is finished. And you will have a clean white line signature that is in sharp contrast to a dark background.

OPPORTUNITIES!

That is what portrait and commercial photographers have, when they use HAMMER emulsions for their negative work.

Sensing the spirit of the times, constant and drastic adjustments have been made by the HAMMER Co., enabling them to put into photographers' hands negative materials of real merit.

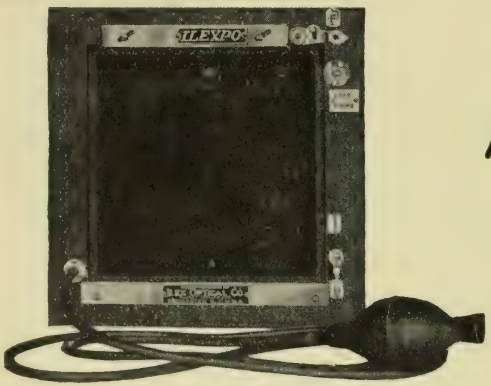
Remember, there are "Special Brands for Special Work." Send for our little portfolio of prints—it's yours for the asking. Write today.



HAMMER DRY PLATE CO.

OHIO AVE. AND MIAMI STREET
ST. LOUIS, MO.

159 WEST 22ND STREET
NEW YORK CITY



Prices with Fast Speed

9x 9	$30.00
10x10	32.00

NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

Professional Service

GEORGE A. WEEDEN

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Producer of

Fine Crayons - Water Colors - Pastels
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SKyline 2759

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

MATILDA S. RANSDELL
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POSITION WANTED

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SAN FRANCISCO
WEST 2611

GUM PAPER

Consists of a half-inch strip of either black or white paper wound in 300-yard rolls with strong adhesive on one side only.

Gum Paper, per roll.....$0.75

TIRRO TAPE

A rubber base adhesive tape. Excellent for use on your printers. Keeps masks in place, etc.

Per roll, 1 inch wide.....$0.50

PRICE IS MERELY WHAT YOU PAY —VALUE WHAT YOU GET

You will probably be interested in the following extract from an article which appeared recently in the "Business Week."

Merchants have found that they were getting nowhere, were moving a large quantity of merchandise at no net profit.

They propose to emphasize to their patrons that below a given level cheapness becomes uneconomical, actually constitutes waste instead of a saving, that buying good quality goods at a fair price from responsible and well-established sellers is in the long run a money-saving policy.

Department stores have begun to vitalize the quality campaign by extensive newspaper and radio advertising and by ceasing to buy or sell trashy goods. They will force manufacturers to improve quality of materials and workmanship. Various trade papers, particularly in the textile and apparel field, have helped the campaign.

Better Results With Photographs By Using

TRACEOLENE

Light Diffusing

Traceolene, a new semi-transparent sheet, is more satisfactory for light diffusing than any other tracing material, and may be placed before a light without fear of discoloring, insuring a true white light of 100 per cent diffusing and with a minimum loss of candle power in transmission. 40 per cent more candle power can be obtained from the same capacity lamp by the use of Traceolene.

Enlarging Negative Diffusing and Toning

For enlarging and negative diffusing, Traceolene should be placed next to the sensitized paper, and project the prospective through Traceolene. Softness and freedom from grain will be accomplished by this method of procedure.

Printing Where Speed is Essential

Place Traceolene, which is moisture proof, over a wet negative, being sure to remove all air bubbles with a squeegee and then place sensitized paper on top of glazed side of Traceolene and follow usual method.

Titling and Working in Backgrounds

The etch surface should be used in contact with the type of the press, or typewriter, and then placed under the negative and sensitized paper. Backgrounds may be worked in by using pen, pencil, air brush, oil color, or crane sause.

Transfers

Draw or sketch with extreme soft lead pencil on etch side of Traceolene, then reversing and rub briskly with hard round surface object.

Art Work

Traceolene may be used instead of frisket paper, and will give very satisfactory results, as it will not buckle when water color or ink is applied.

Traceolene is furnished in rolls 22x 140 inches.

Price per roll $2.80



Veribest Overflow Stopple

This accessory instantly and conveniently converts any sink, tub, basin, or other fixture into a wash tray of large dimensions, with running water.

Price $1.00

HIRSCH & KAYE

Solid Brass Thumbtacks



A strong, well pointed thumbtack. Neat appearing for a special display.

NO.		
31	⅜-inch point, 12 tacks to a block	$0.10
32	½-inch point, 10 tacks to a block	.10
33	⅝-inch point, 8 tacks to a block	.10

MoorePushlessHangers

These hangers are composed of brass plated steel hooks with tool tempered steel nails. "Scientifically constructed for strength."



24	10 lbs.	10	$0.10
25	20 lbs.	6	.10
27	50 lbs.	3	.10
28	100 lbs.	2	.10







Our Salesmen Tell Us

Mr. and Mrs. Frank Tallman had been expecting the stork to visit them early in April, but when that wise old bird arrived he realized it was April One. So he played a joke on them and left two girls instead of one. The Tallman Studio is located at 4719 Mission Street, San Francisco.

♣ ♣

M. G. Niles, president of the Southern California Division, M. P. F. of A., died on the night of April 15 at his home in Ventura, Calif., at the age of 57. He had conducted a studio in Milbank, So. Dakota, for 16 years, coming to Ventura in 1921 where he bought the Beverly Studio.

♣ ♣

T. C. Wohlbruck, local photographer, suffered a multiple fracture of his right arm when he cranked a car for a friend. Oh, yes, he knows better than to do this but he was assured that the spark was completely retarded. He says next time he will set the spark himself or go for a tow car.

As a sideline to his photography, Mr. Wohlbruck maintains a museum of ancient stage coaches and vehicles connected with pioneer days. The museum is located on the main highway at Redwood City and it will pay anyone to visit this historical collection.

Mr. and Mrs. Green, Salinas, are enjoying a lengthy motor trip through the Northwest and Canada. The studio is in the capable hands of their son, Robert.

♣ ♣

The Stearns Hartsook Studio in Stockton has moved to a new ground floor location on Main Street.

♣ ♣

The Whitney Smiths of San Diego are enjoying a vacation in Yosemite National Park.

♣ ♣

After two months of illness, **J. M. Scheer** of San Diego is again at the studio. During his absence the studio was well managed by his charming daughter.

♣ ♣

H. K. Zynkian is enjoying his new location on Broadway in San Diego. He feels that his move in the direction of the center of business was timely.

♣ ♣

McCurry Foto Company of Sacramento plans alterations which will include the installation of a modern and complete photo finishing department.

♣ ♣

Life is something like continuous vaudeville—half the people are looking around for "This Way Out" and the other half for "This Way In."

GEVAERT

ORTHO

COMMERCIAL

FILM

Extremely high orthochromatism means the most accurate reproduction of tonal values—the closest conformity of final results with the original as seen by the eye.

Gevaert Ortho Commercial Film possesses the most unusual degree of orthochromatism which will give this truthful rendition in every detail. You owe it to yourself to let the qualities of this film work for you.

THE GEVAERT COMPANY
of AMERICA, INC.

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423-437 West 55th Street

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TORONTO
347-349 Adelaide St., W.

All Gevaert Products for Sale by
HIRSCH & KAYE, 239 Grant Ave., San Francisco

GEVAERT
SAY "GAY-VERT"

A Novel Method for Cooling Solutions In Warm Weather

The importance of keeping the temperature of your solutions down to 65° to 68° this time of the year can't be too strongly emphasized. A little precaution in this regard will eliminate most of the hot weather troubles you may otherwise encounter.

To K. O. Richardson, Eastman Photo Finishing Demonstrator in the Central Southern States, goes credit for an ingenious cooling device.

It consists of a box or trough made of 1-inch lumber, fastened to the top of the ordinary tank by means of iron straps. These straps should be covered with a chemical proof paint or made of some resistant metal such as Monel or Alleghany.

The trough is made so as to allow a small space at the bottom, between it and the side of the tank. Burlap is then wrapped around the tank from the floor up flush with the bottom of the trough.

The cooling starts when cracked ice is placed in each side of the wooden box. As the ice melts and drips down through the opening at the bottom of the trough onto the burlap, evaporation begins, which causes a cooling action on the tank and its contents.

If the outside temperature is unusually high a large box will have to be built, but for ordinary summer temperatures a box holding 25 pounds of ice on each side is sufficient. An electric fan blowing on the burlap will increase evaporation and cooling effect.

Mr. Richardson reports that this device has been used in several plants in the south with uniformly good results.

A sketch of the manner in which this box is built is available on request to Hirsch & Kaye.

AND NOW—
NATURAL COLOR FILM!

LUMIERE FILMCOLOR

Can be used in any camera equipped with plate holders. Made by the same manufacturers, FILMCOLOR is used in exactly the same manner as Autochrome plates.

FILMCOLOR is ideal for tourists, vacationists, campers, mountain climbers and others because it is light in weight and unbreakable.

3¼x4	Box of 4	$1.60
3¼x4¼	"	1.75
4x5	"	2.50
45x107 mm.	"	.95
9x12 cm.	"	2.50

Other sizes also available. Prices quoted on request. Write for descriptive booklets of material for still or motion picture photography in natural colors.

HIRSCH & KAYE *have it!*

The RCA Victor Photophone Portable

The RCA VICTOR Photophone Portable *Puts a New Kick in*

SELLING
SALES PROMOTION
PERSONNEL TRAINING
EDUCATION
HOME ENTERTAINMENT

LOW COST . . . .

Both in first and operating cost, the RCA Victor Photophone Portable is highly economical. Its reliability, and its highly dramatic powers will more than pay for the low original investment, and bring you dividends in increased attention and wider comprehension of the facts you are presenting.

COMPLETE WITH ALL LAMPS, TUBES AND LEADS

$460

This same equipment is available in a universal model, adapted for use with a suitable turntable, for the reproduction of sound on disc film, as well as *Sound On Film*. Price complete, $475.00.

DEMONSTRATIONS AT YOUR CONVENIENCE.
Dealers are invited to write to
HIRSCH & KAYE
Distributors

Sound On Film

. . . recognized as the best, the most reliable method of reproduction. Insures immunity against film density variations, chance of getting out of synchronization, warped or broken records. The same system operating successfully and efficiently in the great metropolitan theatres.

Exceptional Tone Quality

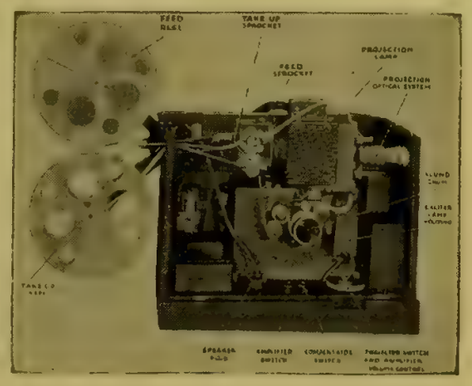
Equipped with the sensational Photocell sound generating mechanism, and the built-in six tube amplyfying unit, the RCA Victor Photophone Portable produces a quality of tone far surpassing that of similar talkie equipment. Tone is full, rich and clear, can be stepped up in volume and adapted in frequency to fill a good sized hall.

Maximum Image Brilliance

The Projector is equipped with a specially designed lens, with a result that all images are exceptionally clear and brilliant, entirely free from fuzziness, dull spots and blurring. Projections on the screen are subject to any size up to an area 39 x 52 inches . . . more than sufficient for the average requirements.

The Projector

Designed for 16 mm. *Sound On Film*. Projects up to 39" by 52" area. Completely equipped with built-in sound amplifier, all tubes and lamps, it is housed in a strong, Fabrikoid covered case; 15½ inches long, 8¼ inches wide, and 13¾ inches high. Weight 43 pounds.



Ease of Operation

Literally, a child can operate it. Highly simplified design obviates the necessity of skilled operators. The lead from the loudspeaker is plugged into the projector, the film threaded in, the light and power switch snapped on, and that is all. The projector is then left entirely unattended until the end of the reel.

400 Feet Capacity Reels

Adding considerably to the portability of the equipment is the fact that 400 feet of 16 mm. *Sound On Film* is the equivalent of 1,000 feet of standard film. Standard equipment includes one additional reel, while the loudspeaker case provides accommodation for eight reels. If it is desired, the capacity of the reels may be increased by the use of special brackets, available at a small additional cost.

The Loudspeaker

A specially built eight inch corrugated cone dynamic speaker, built in a black Fabrikoid covered case, in which there is accommodation for eight 16 mm. film reels.



Equipped with 35 feet of conductor with plug for connection to projector. Dimensions: 19¼ inches long, 16⅛ inches high and 9½ inches wide. Weight 22 pounds.

SPEED AND ARTISTRY IN PORTRAITS



HON. ALBERT RITCHIE
—Photo by Harris & Ewing with a Wollensak Lens.

With the Wollensak Varium Lens

Varium—because you vary your effects at will.

At full opening, f 3.5—f 4, your negative is firm, but soft enough to eliminate considerable retouching. Entirely free from halation or double lines.

Stopped down to f 6.8 you get deep focus, anastigmat quality and admirable sharpness for large groups, with superb definition over the entire plate.

Long focal lengths render images large without working too close, securing excellent perspective and life-like modeling. The ultra rapid speed permits fast exposures, for children and adults, in home or studio.

Write for literature and trial offer.

Wollensak Optical Company

Rochester, New York

Confusion In Photography

By Will Towles

The confusion in the minds of many photographers today is pathetic. Some of the causes of this confusion is set down to the lack of interest in the buying public to photography generally and the endeavor of the photographer to attract through various channels, without the understanding of just why the public has lost its interest.

We hear so many photographers say: "The public does not know the difference between good and indifferent photography." If this be true, why are people keeping and treasuring photographs made during an era when real photographs were made, and disregarding recent photographs as something of no value? There seems to be no pleasure in the possession of our present-day work.

We have heard so many times expressed by the public: "Why is it the photographs we are getting today are not as pleasing or satisfying as the photographs we used to get?" This would indicate the public does know and is really more appreciative than we think. Another thing the photographer will tell you: "This is the kind of work the public demands," but this to me is only an alibi for the lack of understanding, as I have never been convinced that the public wants poor photography.

The rapid depreciation in conditions in portrait photography has been brought about by the indifference of the photographer to the quality of his work and the service rendered to his public.

The introduction of the many new emulsions have not been thoroughly understood or analyzed by the photographer. He is jumping from one thing to another without understanding the uses and limitations of the different emulsions. The photographer should be thoroughly familiar with the medium he is using to get the maximum results.

The introduction of the many styles and combination of lights also has confused many photographers. While every light equipment has its uses it also has its limitations; some are more flexible than others. We should study our lighting equipment very thoroughly and confine ourselves to its limitations.

I have seen so many different installations of lights, in some cases where four or five different units were being used, which are very difficult to use and in my opinion practically impossible to make the highest types of portraiture, as few eyes are trained to read light under conditions of this kind. It also requires too much effort and time in adjusting them—which is very unpleasant and tiring to your sitter in the majority of cases.

There never was a time in my experience of portrait photography, where the quality of work and business was as low as it is at the present time. In this time of quiet business the effort of the photographer is all spent on getting sittings into the studio, little or no thought is given to self-improvement. However, just recently there seems to be a realization on the part of the better thinking photographers in all sections of the country that something should be done regarding the betterment of photography and I am gratified to hear on all sides the desire for more understanding.

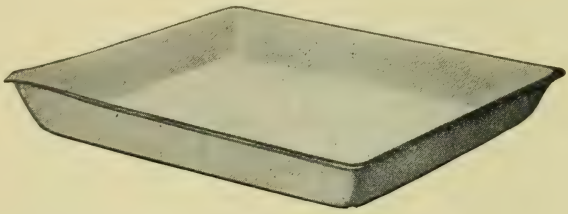
In these times of quiet business we should devote all of our spare time to improving our work and preparing ourselves for our job. When conditions become more normal we will be ready to meet it, as there is no question in my mind, that the photographer who is prepared to produce the better photography and render the best service will enjoy the patronage.

The impossible lies just beyond the limits of our own understanding—prepare your mind for your job.

(The Pathway)

Steel Enamel Trays

AT NEW LOW PRICES, LOWER THAN YOU HAVE BEEN QUOTED



Made expressly for photographic use these trays are both acid and chemical proof. Under ordinary conditions of usage they will last indefinitely.

PRICES

4x 6	$0.60
5x 7	0.75
7x 9	1.00
8x10	1.10
10x12	1.50
11x14	2.50
14x17	3.60
16x20	4.80
20x24	7.50
23x28	13.00

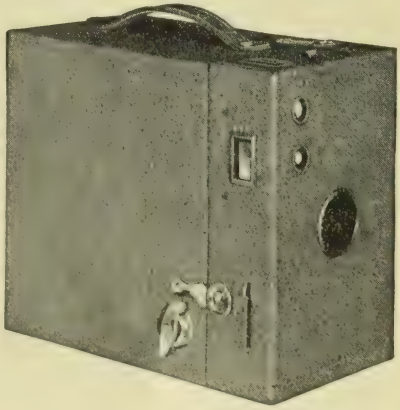
Now you can afford those new trays.

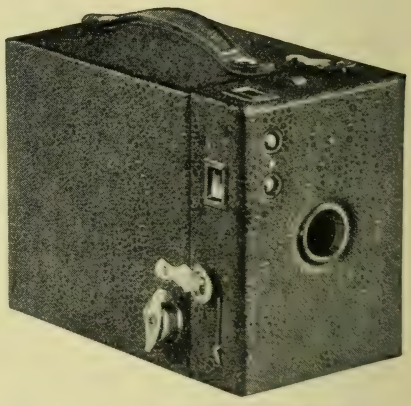
Hawk-Eye Cameras

No. 2 HAWK-EYE MODEL C.
Picture size: 2¼x3¼. Single finder. Finished in attractive, squirrel-grain material. Available in blue, green, rose, brown, black.

List Price **$1.25**

Price for resale—75c each





No. 2A HAWK-EYE, MODEL B.
A favorite with photo finishers. Large picture size: 2½ x 4¼. Two finders. Pelican-grain finish. Available in blue, green, old rose, brown.

List Price **$2.50**

Price for resale—$1.50 each

You should have at least one of each size in your stock.

Practical Sales Promotion

In every line of business there is always a persistent demand for some method for increasing sales. Aside from greater advertising and sales effort, the best means is improvement of the product, and increase in its usefulness, or a worth-while reduction of its cost.

The portrait photographer can materially increase his sales and advertising effort. He can also improve his product and create a greater demand by continually suggesting the usefulness of portraits—their sentimental value as records and as gifts. He can not materially reduce costs, however, because individual orders do not permit of quality production in the sense that the manufacturer produces in quantities.

As costs are more or less fixed, involving time, skill, and labor, more than machines and materials, once fair prices are established they do not permit of much reduction. With selling prices based on a profit of 25 per cent, a price reduction of 12½ per cent cuts gross profits in half—involves loss in profit until business has been greatly increased. Such a small price reduction, by no stretch of imagination, could double one's business. The futility of attempting to increase sales in this manner is readily seen.

The portrait photographer's greatest opportunity, therefore, is in greater sales and advertising effort, combined with a consistent improvement in his work. Better portraits can be made by study, practical experimental effort, and the grasping of every opportunity to put character and realism into the picture. Eastman Portrait and Supersensitive Panchromatic Films are materials which offer such an opportunity.

The speed of these films permits of an entirely new portrait-making technique which is infinitely more pleasing to the sitter and which enables the photographer to secure flashes of spontaneous expression. Such pictures will have a marked effect upon sales, especially if the photographer gives wide publicity to his improved methods.

The commercial photographer's sales problem is somewhat different. His prospects are to be found in every branch of industry, and their photographic demands are so varied that many of them can be filled only by a specialist. If one is to believe the many discussions in trade magazines concerning the desirability of good photographs for all sorts of trade purposes, business is constantly seeking the photographer who does good work. If this is true, the logical way to secure business is to improve the product.

Few photographers realize that of still life objects photographed in the studio for advertising or similar purposes, fully 90 per cent of the prints require more or less retouching by a commercial artist before they are suitable for halftone reproduction.

Commercial retouching is expensive and destroys more or less of the photograph's realism. It is not an exaggeration to say that many photographs for which the customer pays five or ten dollars, require twenty or thirty dollars worth of retouching, or even more. If you will confer with a photo-engraver you can verify this fact and learn exactly what kind of photograph he requires.

Photographs can be made which do not require retouching. Objects for catalog illustration, for example, may be arranged with carefully selected backgrounds which will give as fine effects as those produced with an air brush. Fresh, clean sheets of cardboard or printing papers, selected for their tone values, may be used for foreground and background. A sheet of plate glass may be

(Continued on page 23)



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New
INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with superstrength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

ARTEX

Contact and Projection

K24	K32	K33
Ivory	*White*	*Buff*
Platino	*Platino*	*Platino*
Gravure	*Gravure*	*Gravure*

Although this fine paper has been available but a short time, it is already acclaimed by master portraitists as obviously superior.

for prideworthy portraiture

Order from

HIRSCH & KAYE

Practical Sales Promotion

(Continued from page 21)

employed when reflections are desired in foreground.

Is it worth the trouble to make such pictures? Photographers who do work of this nature obtain twenty-five to one hundred and fifty dollars each for first prints, depending upon the job and the way it is performed.

Direct mail is the best means of advertising commercial photography, and mailing pieces should show the photographer's capabilities in examples of his work. The demand for good commercial and industrial photography is unlimited.

Only one line of work has been cited here—catalog illustration—in which an improvement of the product will stimulate sales. The same is true of every phase of commercial photography. Make pictures which excel in quality and suitability for the purpose for which they are to be used, keep in touch with printers, engravers, and the actual buyers of photographs, and business will surely come your way.

—*From* STUDIO LIGHT.

←❖→

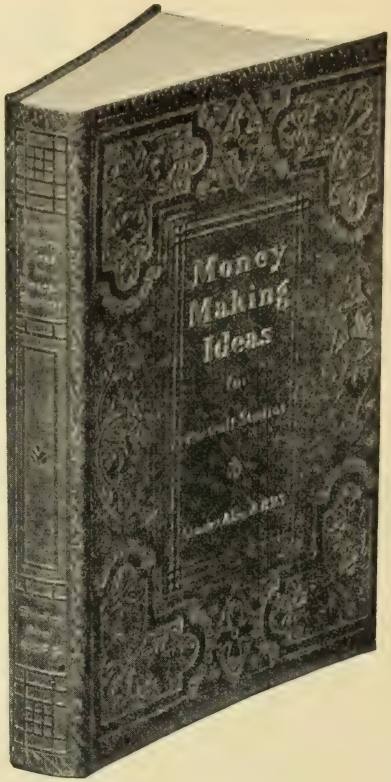
Customers are just like everybody else. They want service—not the word, but the fact, quality and reasonable price. That is one prime reason why your customers appreciate it when you offer them *"Fill-in-your-name* Finishing Service" . . . and another prime reason why you will enjoy more customers.

←❖→

When a customer leaves a roll of film at your counter to be *finished,* it's the *beginning* of profits for you.

←❖→

VELTURA P AND Q surfaces are ideal for coloring. The rough texture affords an excellent medium for transparent oils. The finished print has the appearance of canvas.



MONEY MAKING IDEAS

If you have enjoyed the preceding article on practical sales promotion, imagine the many ideas you will find in this book. "Money Making Ideas" is attractively bound in leather, measures 7x10 inches and contains 400 pages of practical reading matter, written by a man who is close to the photographic profession. Three hundred ideas are outlined and at the price the book is offered, the cost of each idea is a fraction over one cent each. Order your copy of "Money Making Ideas" today from Hirsch & Kaye.

Price.....$4.00

An Inexpensive Series of Easel Styles

. . . 4x6 Size and Smaller



THE STERLING

(This is one of them)

In our Fall and Spring Catalogs we list six styles selling from $6.75 to $8.50 per 100 in the 4x6 size—smaller sizes priced in proportion.

They are the styles to have on sales counter right now to show when price is the deciding factor.

Sample Offer

For 20 cents we will send, postpaid, samples of these six styles. From them you can quickly select two or three just right for your medium priced portraits—especially those for children and students.

SAMPLE OFFER SS-35

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

I guess a depression does some good after all. I heard a salesgirl in Woolworth's say she sold a lot of red ink.

♣ ♣

Hear about the street cleaner's good luck? He cleaned up a bit along the curb.

♣ ♣

Here's to the girl, the prettiest girl,
The sweetest girl to me;
Her face is on the dollar
Her name is Liberty.
She will clothe you, she will feed you,
She will take you out of soak,
And with her picture in your pocket
You will never need be broke.

♣ ♣

It's not what you'd do with a million
If riches should e'er be your lot,
But what you are doing at present
With the dollar and quarter you've got.

♣ ♣

I can understand why a fool and his money are soon parted, but where he gets it is what gets me.

♣ ♣

A rabbit foot in a man's pocket might bring him good luck by his wife mistaking it for a mouse.

♣ ♣

The human mind is like a bank,
It is, beyond a doubt;
For the more that you put into it,
The more you can take out.

If you think your not appreciated, just try to drop out of a church or club that needs money.

♣ ♣

Here lies a man who saved his all
For days when the rain and snow should fall;
He knew no pleasure, shared no game—
And died before the blizzard came.

♣ ♣

A fool there was and he saved his rocks, even as you and I; but he took them out of the old strong box when a salesman called with some wild-cat stocks, and the fool was stripped down to his socks, even as you and I.

♣ ♣

Bell boys and coat room girls know when a salesman is paying his own expenses.

♣ ♣

What's the good of money if it ain't to help a friend out with? I believe in friends, I do. Here we go hopping around this little world for a small time, and then that's done. S'pose you ain't got any real friends for the trip?

♣ ♣

I was reading where there's a place where they use fish for money. I wonder how they get gum out of a slot machine.

♣ ♣

Get me a hoop and I'll roll the 0's into my first million.

—Jerry.

YOU NEED THESE

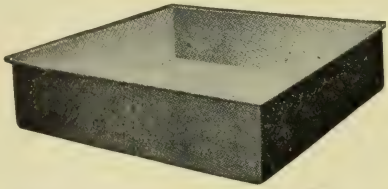
Stoneware Developer Jars



These jars will be found useful to store developer solution. They will maintain an even temperature indefinitely, assuring a uniform quality. No filtering is required because the impurities settle to the bottom of the jar below the faucet line. The cover fits snugly and prevents oxidation. The developer is always pure and ready for use.

5-gallon size	$4.50
10-gallon size	7.50
Wooden Faucet, extra	.60

White Enameled Fixing Bath



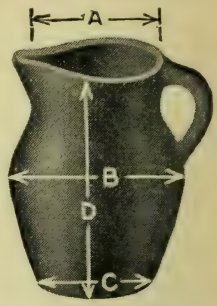
Made for all sizes of prints, both large and small. Far superior to shallow trays on account of extra large depth and roominess. No slop or muss. Very easy to handle and keep clean. Economizes solutions. Saves labor, expense and time.

10x12x5" deep	$ 9.00
12x16x5" deep	9.60
16x20x6" deep	12.00
18x22x5" deep	13.50
18x24x6" deep	15.00
20x24x6" deep	16.50
20x30x6" deep	18.00
22x30x6" deep	18.75

Other sizes, if desired, Made to Order

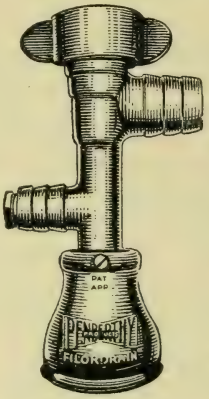
Stoneware Acid Pitchers

These Acid Pitchers are made of guaranteed acid-proof chemical stoneware, are strong and rugged—with long pouring lips and well fitted handles.



Size	Weight (Lbs.)	Price
2 Qts.	3½	$1.20
1 Gal.	7	1.40
2 Gal.	8	2.10

Penberthy Filordrain

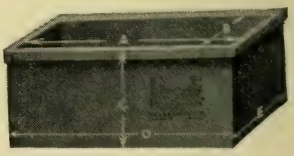


This handy device is for use in filling or emptying tanks and washers. It can be attached to both hot and cold water faucets at the same time yet permits running either the hot or cold water separately when necessary.

Complete directions for use are given in the instruction sheet which accompanies each Filordrain.

(Made in one size only) $2.00

Hypo Vats



Chemical Stoneware is unaffected by hypo, and a chemical stoneware Hypo Vat, once bought, never needs replacement. With its smooth finish and rounded corners, absolute cleanliness can be permanently maintained—something impossible with wooden tubs.

STERLING TANKS IN NEW SIZES

To enable finishers to develop 8-exposure film with the ease that is a characteristic of Sterling Tanks, we announce new sizes in which the tanks can be furnished.

Sterling Tanks are now supplied in four sizes, of 10-, 17-, 19- and 24-gallon capacity. The first three sizes we list are the popular standard sizes that have been standard equipment for years. We then list the new size.

Each 10-gallon tank will hold twenty to twenty-four rolls of film. **Two or three loadings can be developed per hour, or 450 to 500 rolls per day.**

PRICE ON TEN-GALLON SIZES

Blue tanks, 5x12x42 in., each	$12.00
White tanks, 5x12x42 in., each	15.00
Lids for above tanks, each	1.75
Water-Jackets for tanks, each	36.00
Lids for Water-Jackets, each	3.90
Film Clips, per pair	.49
Extra Wires	.15

The 17-gallon tank will hold 30 to 45 rolls and with two or three loadings per hour you have a daily capacity of from 750 to 1000 films.

PRICES ON SEVENTEEN-GALLON SIZE

Blue tanks, 8x12x42 in., each	$16.50
White tanks, 8x12x42 in., each	18.00
Lids for above tanks, each	2.10
Water-Jackets for above tanks, each	45.00
Lids for water-jackets, each	4.50
No. 1 Monel Hangers, each	.25

24-GALLON SIZE

Accommodates 30 PAKO HANGERS. Excellent as auxiliaries to users of large capacity tanks. Cuts cost of operation 50 per cent or more.

Blue tanks 11x12x46 in., each	$19.50
White tanks 11x12x46 in., each	21.75

NEW SIZE FOR NEW 8-EXPOSURE No. 116 FILMS

Blue tanks 8x12x47 in., each	$17.50
White tanks 8x12x47 in., each	19.00
Lids for above tanks, each	2.10
Water-jackets for tanks, each	46.50
Lids for water-jackets, each	4.50

Tanks, 19 gallon capacity.

H & K SPECIAL SQUEEGEE



Here is a useful accessory made to meet the request for a serviceable squeegee at popular price. We feel we have succeeded because the quality is there and the price is much lower than we quote on our regular line of imported squeegees. And how useful they are! Use them for your glossy prints, for mounting in Holliston Cloth, for wiping excessive water from your work table, when cleaning windows, showcases or even when you wash the family car. Notice the useful sizes.

8-inch	$0.45
12-inch	0.75

Don't delay, but order today.



THE FRONT PAGE

The Century Imperial Studio Unit strikes a distinctly new note in the character of studio equipment. It is different —ultra-modern in design and, as the illustration shows, offers the nucleus for an attractive camera room.

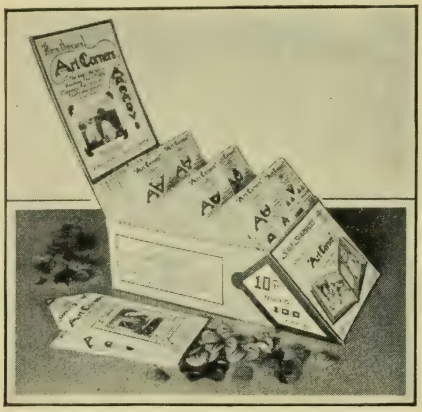
Mechanically, it provides every operating convenience. Improved controls afford positive adjustments, while the new Imperial Ground Glass Carriage greatly facilitates the speed of negative making. Its finish is ebony and cadmium plate.

Modernity in the style of appointments—beauty as well as efficiency in equipment, create favorable impressions —reflect any studio's up-to-date character. And its proprietor, in the minds of his clientele, is judged a craftsman of his profession.

Price on application.

Bargains for the Photographer

ENGEL'S ART CORNERS



A most convenient means for mounting pictures of any size in a quick way in any position, on anything and anywhere. Especially recommended for album work.

May be had in seven styles; round, oval, heart, square, fancy, four square and four round.

All of these styles are made up in a variety of colors. 100 corners to a package.

One package, any color **$0.10**

To photographers for resale.
1 box (50 packages) assorted **$2.50**

7x17 KORONA PANORAM CAMERA with three film holders, carrying case and 10x12 F7.7 Cassar lens. Here is a real outfit that is anxious to work for you. Bargain with ten months to pay **$132.50**

4-inch PRINT ROLLERS. A handy accessory to have in any workroom, especially at bargain price **$0.25**

CARL ZEISS BINOCULAR, 6x30 Silvarem, used but in excellent condition. A new case is furnished. Original list is reduced to bargain price. **$45.00**

FLASH BULB REFLECTORS—single and trio. The single reflector measures 9 inches across center. The trio reflector, a single reflector for one, two or three bulbs measures 12 inches. Both models include handles and batteries.

Single reflector **$0.60**
Trio reflector **$4.50**

PLATE WASHERS

The water enters the box through two long perforated tubes which extend the full length of the box, one on each side. The perforations are one-half inch apart, so that a stream of water is forced between each plate, thus insuring quick, perfect and uniform washing of each plate. All sizes are made of galvanized iron and are built extra strong to accommodate the large volume of water, and the increased weight of plates.

NO.		PRICES	
1	for 25 plates	4x 5 or smaller	**$4.50**
1½	for 25 plates	5x 7 or smaller	**4.75**
4	for 30 plates	8x10 or smaller	**7.00**
5	for 30 plates	11x14 or smaller	**7.50**

RHODA TIMERS FOR PRINTERS

Connect with electric wires that supply the lamps of your printer. Set dial for as many seconds as you desire the light to burn. Turn the handle. Your prints will be uniformly timed. A great saver of time, material and temper.

Bargain Price **$12.50**

Bargains for the Photographer

8x10 ANSCO PRINTER.

Bargain Price **$32.50**

PHOTOMAILERS

Notice These Reduced Prices

234— 5½x11¼,	per 100	$ .75
240— 6½x15¼,	" "	.75
246— 7½x15¼,	" "	.75
160—12 x18,	" "	3.25
162—13¼x17½,	" "	3.75

MUSLIN SIGNS

Size 12x76. Printed in 2 colors. Read "Films—Developing and Printing—24 Hour Service." (Also have signs to read "Daily Service.") Please specify.

Bargain Price ..... **75 cents each**

NEWCO FLASH POWDER

SLOW—A slow burning powder for commercial work, where extreme detail is wanted.

UNIVERSAL—An all-around powder for portrait or commercial work, for pan or bag use.

BAG—For banquets and groups, made with flash bag or cabinets (not pan). Quite noiseless.

SPECIAL FAST—To be used in open pan only, to stop action.

Newco Flash Powder, 2 oz..... **$0.75**

STUDIO PRINTER with plate glass top, 12x12. This is a home-made printer but was made by cabinet maker and is well made and businesslike in appearance. Illumination furnished by eight globes, each one mounted on a socket that can be moved in any direction, including up and down. One of the most practical printers we have seen in many a day.

Bargain Price **$57.50**

EXPOSURE METERS

Dremo

The DREMO is a precise optical exposure meter, which gives direct view of the object photographed. Exposure reading is automatic, for lenses of various speed and for all emulsions, including the latest. We offer new DREMO meters at **$4.50** each.

Cinophot

Here is an exposure meter for the movie photographer—16 or 35 mm. The meter resembles a spy-glass, only 4½ inches long, and is pointed at the scene as you would use a glass. Three revolving rings quickly indicate the exposure and stop for any condition of light. Furnished in sole leather case.

Bargain price (new meters)..... **$3.75**

Dremophot

An accurate exposure meter that resembles the Cinophot in design and use. Furnished in a sole leather case.

Bargain price (new meters)..... **$3.00**

DIST METER

As the name indicates, this is a distance meter. Accurate and quick in adjustment. The eyepiece is made with an adjustment to provide for individual condition of vision, so that anyone can accurately measure distance from 14 inches to infinity. Furnished in sole leather case.

Bargain price **$5.00**

SURESTICK



WHITE PHOTOGRAPHIC GLUE

Never cracks loose, Sticks quickly. Always ready, does not draw, wrinkle, or harm your prints.

HIGH GRADE ADHESIVE — *Built Especially* for ARTISTS and PHOTOGRAPHERS.
Only Small Amount Required.

VACUUM DISPENSERS to be refilled.....55c

PLAIN JARS

½ pint	50c	Quart	$1.50
pint	85c	Gallon	5.00

BROWNTONE

For Rich, Warm GOLDTONES and SEPIAS

A ONE-SOLUTION SEPIA BATH makes SEPIA TONING **QUICK** AND **EASY.**

Eliminates your Toning Difficulties.

Retains the Quality of the HIGHLIGHTS and SHADOWS.



No Chance to Overtone.
ALWAYS READY.

8 oz. bottle $1.00
Gallon $12.00

All these products manufactured by

SMITH CHEMICAL CO.
Defiance, Ohio

Sold by

HIRSCH & KAYE

NEWTONE



RESTORES FADED PHOTOGRAPHS

Let everyone in town know that you can restore those old, faded photographs, or Sepia prints to the original black and white, regardless of how much the Silver Image has faded due to sulpherization.

RENEW PRINTS to be COPIES.
A complete UNIT necessary—4 8-oz. bottles....$3.00

A Well Known COLORIST says:

"A BROWNTONE SEPIA is a PERFECT foundation for a Lovely OIL Painting or Pastel. BROWNTONE is *indispensable* for COLOR work for the Rich, Warm tone make it very simple to secure those *Lovely Natural* FLESH Tones, demanded in all high class Oil Paintings and Pastels."

Stain-Off

REMOVES ALL PHOTO STAINS

A Real Discovery

Why be inconvenienced with rubber gloves or BE EMBARRASSED with stained nails and hands when a few seconds time at the close of each day and a little cost, $1.00 a box, will put your nails and hands in *perfect* condition for several months.



SHORTER EXPOSURES—

BETTER EXPRESSION

THE first requirement of a photographic film is that it have fine reproductive quality. In portraiture, however, the sitter bases his judgment mainly on expression. His portrait is more or less satisfactory depending upon the photographer's ability to catch the flash of animation that gives it a pleasing realism.

This is made possible by the Eastman Super-sensitive Panchromatic Film. Its speed permits of exposures short enough to secure lifelike expression. This exceptional speed, plus fine quality, and excellent color rendering, enables the photographer to offer his trade a new and more satisfying type of portraiture.

Use this improved material—make better portraits, and increase your business.

EASTMAN KODAK COMPANY Rochester, N. Y.



QUALITY THAT *INCREASES SALES*

THE expert workman prefers Vitava Opal because his projection print shows no loss of quality—in fact he will insist that he can get more quality in the enlargement than in the contact print.

The advantages to the photographer are obvious. There is always the opportunity to sell a print of larger size or to execute the entire order by projection. Regardless of its size the Opal print has the same warm tone and fine quality that characterize all Vitava Papers.

Always show Opal prints, from the same negative, in a range of sizes. The customer will almost invariably order prints larger than contact size. There are eleven beautiful Opal grades from which to choose. Your dealer can supply you.

EASTMAN KODAK COMPANY Rochester, N. Y.

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. VIII JULY, 1932 No. 7



© International News Reel

"Shining River"

CALIFORNIA ACADEMY OF SCIENCES LIBRARY JUL 26 1932 RECEIVED WITHDRAWN

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

DEFENDER APEX

For Photo Finishing

For Commercial Photography

Apex works with you and for you right from the start.

Speed and latitude. Evenly separated grades. Conformity to established method and routine. Mechanical fitness and durability. Clean white stock and pure black tone.

And—six contrasts, each with sparkling print quality.

Apex has all you need for commercial print-making or Photo Finishing. A trial is convincing. Write—

GRADES

No. 00—Extra Soft
No. 11—Soft
No. 22—Soft Medium
No. 33—Medium
No. 44—Hard Medium
No. 55—Hard

SURFACES

A—Semi-Matt, S.W.
B—Semi-Matt, D.W.
S—Glossy, S.W.
T—Glossy, D.W.

• • •

Defender Photo Supply Co., Inc.

ROCHESTER, NEW YORK

THE FOCUS

Published Monthly in the Interest of Professional Photography by Hirsch & Kaye
239 Grant Avenue, San Francisco

Vol. VIII JULY, 1932 No. 7



INTRODUCING—
Daisy H. Hortop

Daisy H. Hortop is a Canadian, having been born in Toronto of Canadian and English parents. Her father was a miller and she recalls her girhood days watching her father at work and occasionally driving his horses. All this time she cherished a secret ambition to become an actress.

A few years later we find her in Chicago in the advertising department of Armour & Company. Later she opened a photographic studio in Chicago and when she came to California she operated a studio in Oakland for six years. She then took possession of the well known Dore Studio on Mission Street where she is now located.

Her first experience in photography is interesting. At that time the Armour Company offered as premium for various numbers of wrappers of their soap, paintings and copies of photographs. Miss Hortop applied for work with the Armour Company and finally induced them to establish their own photographic department where the reproductions were made. Shortly afterwards she purchased a studio in Chicago which she owned and operated for seven years, and enjoyed unusual prosperity. Unfortunately, the building where her studio was located was torn down and she lost the advantage of her excellent location.

She lives with her brother and enjoys photography. Asked if she would prefer to follow another vocation, she now feels that she is well satisfied with her present situation. For a hobby she takes great interest in motion picture plays and even more so in the legitimate stage, which goes to show that her girlhood ambition has not altogether been forgotten. Her special interest in photography is salesmanship.

She believes that there should be a charge made for every bit of service rendered in a photographic studio and has no desire to give either service or material without compensation.

←❖→

Drudgery is as necessary to call out the treasures of the mind as harrowing and planting those of the earth.

—*Margaret Fuller.*

←❖→

Judging from the advertisements, it's so easy to be beautiful that we wonder why we see so many homely women.

←❖→

A man will spend unlimited time and energy keeping peace with a business associate and then fight with his wife at the drop of the hat.

←❖→

The human brain is a wonderful organ. It starts working the minute we get up in the morning and does not stop until we get to the office.—*Hardware Age.*

A NEW CIRCUIT CAMERA

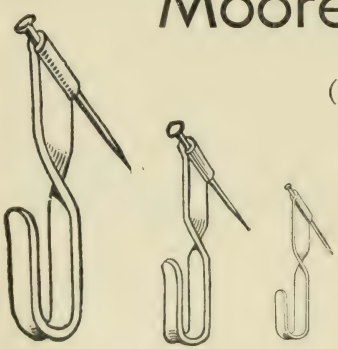
Circuit Outfit Number 6 is now announced. It is small and compact and weighs but 23 pounds. Negatives are 6 inches wide, and as long as required, up to complete circle. Loads with daylight loading Verichrome or Panchromatic film in 5, 10 or 15 foot lengths.

The lens is a triple convertible Anastigmat F7.7. Focus of front element is 15½ inches, rear element, 10 inches, both 7 inches. The camera has a 16 inch bellows of real leather. Shutter speeds ½ to 1/12 of a second. Price includes sole leather carrying case with space for 5 rolls of film and Crown tripod.

Price, No. 6 Circuit Camera - - - **$275.00**

Sold by HIRSCH & KAYE *on terms of monthly payment*

Moore Pushless Hangers



(Actual Sizes)

● PUSHLESS HANGERS are made of brass plated hooks wth tool tempered steel nails. Constructed for maximum strength. The design is such that Pushless Hangers can be attached to any wall or surface that the nail will penetrate, including plaster walls.

Size	Capacity	Number in Package	Per Package
24	10 lbs.	10	$ .10
25	20 lbs.	6	.10
27	50 lbs.	3	.10
28	100 lbs.	2	.10

Other Useful Accessories . . . .

THUMB TACKS - PUSH PINS - ALL SIZES

Order by carton, from HIRSCH & KAYE

SUMMER

Summer is with us, the time of year when people get hot, sticky and irritable, and when it is harder to lure them into a photographic studio than at any other season. Because of the heat, tempers flare up more readily and it is well to caution your receptionist and remind her that tact and courtesy are more important now (though of course important always) than in cooler weather. It is easy to flare up when customers aggravate and many a good order can sail wrathfully out of the door as the result of an ill-calculated remark. So, as a first caution for summer weather, let me lay stress on the value of the soft answer as an antidote for hot weather irritability.

It stands to reason that everything in reason should be done to give the studio a cool appearance. Haul out the electric fans and see that they are ready to run—a chore which is usually overlooked until the last moment. If you have no fans, buy some if you can afford it; in the small sizes they can be bought cheaply. Be sure the doors and windows are screened and do everything you can to keep the flies out. A few minutes each day with a fly-swatter is far preferable to sheets of flypaper around the studio or in the window, or mixtures can be bought which when sprayed around the rooms will keep flies away without leaving unpleasant odors.

Have the receptionist wear a light smock of a cool color. Have summer curtains at the windows. These can be bought very cheaply, or your wife (if you are fortunate enough to have one) can make them for you for still less. Replace any heavy or dark-colored drapes with light cretonnes. If you use color in your window displays use pastel shades rather than bright or solid colors. If you have some spare wicker furniture or can afford to buy it, put away the regular chairs and tables and freshen up the reception room. At least keep clean cloth covers over the chairs so that your customers won't worry about soiling their summer clothes. The cooler the studio appears in the summertime, the less trouble you will have with your sitters. —*Charles Abel.*

Let Us Pay

Three-cent letter postage is now in effect, but the new rate does not apply to postcards. Take advantage of the saving and use Hirsch & Kaye postage-free cards when you place your orders. We will furnish as many cards as you wish to keep on hand and all you do is write your message and sign the cards and drop them in the letter-box. We pay the postage on arrival so that they actually cost you nothing.

How many do you wish?

Photo Miniature Number 105
Home and Studio Portraiture

Written from the modern point of view, which discards non-essentials and urges simplicity and directness in portraiture; and explaining the new technique called for by the new color-sensitive material, large-aperture lenses and artificial light equipment.

Price 40 cents.

IT'S LIKE THIS . . . . . .

Never, we believe, have finer emulsions been offered to portrait and commercial photographers than HAMMER is producing today. Desirable speeds with strength and at same time softness, with the transparency necessary in producing finest print quality. There are non-color sensitive and color sensitive emulsions, suited to the diversified demands made by studio clients. You will be pleased with results when Hammer emulsions are used in the negative work.

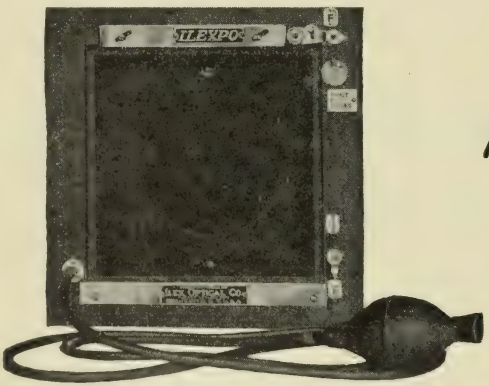
A PORTFOLIO of PRINTS will be mailed free.
Send name and address.



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Prices with Fast Speed

9x 9	$30.00
10x10	32.00

NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

NEW VITAVA ATHENA PAPERS

The following new grades of Vitava Athena (contact) Paper will be supplied at the same list and net prices as other grades of Vitava Athena, Double Weight.

GRADE G—Fine grain, lustre, natural tint, double weight.
GRADE H—Fine grain, matte, natural tint, double weight.
GRADE P—Fine grain, lustre, old ivory, double weight.
GRADE Q—Fine grain, matte, old ivory, double weight.

Order from HIRSCH & KAYE

Your logical source of supply

A front-row seat at the OLYMPICS

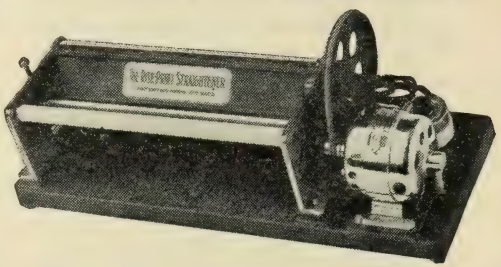


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HIRSCH and KAYE
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Sold on terms of monthly payment.
Illustrated catalog on request.

RISE PRINT STRAIGHTENER



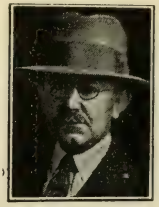
After passing through this Straightener, prints will lie flat and they may be handled and sorted in half the time previously required.

Double weight prints may be made quite flexible and they are not liable to curl—a great convenience in mounting portrait prints in folders.

Model 4A—A. C. or D. C. motor drive, for prints up to 12 inches $45.00
Model 5A—A. C. or D. C. motor drive, for prints up to 18 inches 65.00
Model 6A—Hand driven, for prints up to 12 inches 24.00

Can be purchased on terms from
HIRSCH & KAYE







Our Salesmen Tell Us

The opening of the Austin Photo Studio in Stockton, Calif., scheduled for May 4, was postponed due to destruction of the studio furniture and equipment by fire on May 2. The entire outfit was destroyed about 20 miles south of Bakersfield, Calif., while en route to Stockton by truck.

♣ ♣

The Parks Photo Studio, Fresno, Calif., was damaged to the extent of $8,000.00 by fire on May 8.

♣ ♣

The Bushnell Studio has been reopened at approximately the former address on Market Street. Due to the opening of a new street, the studio was temporarily located in a different neighborhood. It is now back to the former location, bigger and better in every way.

♣ ♣

The Lancaster Studio, San Francisco, had an interesting display of pictures of all kinds during the month of June. The subjects included portraits, architectural, landscape, still life and other subjects. The announcement was appropriately printed by photographic process.

♣ ♣

F. E. MacDougall, veteran photographer of Monrovia, Calif., died on the morning of May 25 as the result of a heart attack. He was 61 and left a daughter and two sons, one of them Francis M. MacDougall, photographer of Alhambra, Calif.

R. P. Whigham, well known San Francisco photographer, died June 23. Mr. Whigham was in business in this city for 35 years and after the Great Fire of 1906, was one of the first to reopen his studio. At the time of his death he operated a downtown studio and one in the Mission district.

♣ ♣

Harris L. Corey, connected with the International Association during its four-year campaign in the capacity of lecturer on business-getting methods, and again during part of the later two-year campaign as one of the field men on the Pacific Coast, died of monoxide gas poisoning in Los Angeles, Calif., on June 2. During the period between his two connections with the International he was vice-president of the Lewis Studios of Toledo. Lately he was with the Biddle Trade Bureau of Los Angeles. Harris Corey's personality and his genuine desire to help photographers endeared him to all who met him and thousands of photographers will grieve at the news of his passing. He leaves his wife, two sons and his mother, who joined the family in California several months ago.

♣ ♣

One of the four Americans who shared in the ten awards for distinctive pictures at the Salon in Birmingham, England, was Mitchell W. Allen, San Luis Obispo. Of the ten awards presented, American photographers received four, and we congratulate Mr. Allen on the honors he has won.

Our Salesmen Tell Us



JOHN RUMMEL and his son are doing nicely in their new studio in Lodi. The new studio is modern in every respect and is operated in accordance with the latest ideas and methods brought to the studio by young Rummel from the Winona School where his pictures brought him high honors.

♣ ♣

PETER PAVLEY, San Jose, was a recent visitor. Mr. Pavley now owns the former Tucker Studio of that city, one of the oldest in San Jose.

♣ ♣

"Rotary Ethics in Business" was the subject of an address by FORD E. SAMUEL, Oakland photographer and Rotarian, before members of the East Bay Portrait Photographers Association at the monthly meeting at McCullagh's Studio. The speaker explained the Rotary code of ethics and ideals of business to the photographers.

E. J. McCullagh, president of the Berkeley Rotary Club, told of his meetings with Rotary photographers in Vienna and London last year. President Albert Salb of Oakland presided at the monthly session.

♣ ♣

MRS. BEULAH ROSS, who already has a studio in Burlingame, Calif., opened a new one in Santa Cruz, Calif., on June 17, in the New Santa Cruz Theatre Building. For the opening affair, she held a three-day exhibit of her work at Phelan Park. She will continue to operate both studios.

♣ ♣

WILLIAM K. DOW, Taprell Loomis representative in the Western States, died suddenly at Vancouver on April 30. Mr. Dow was known to many "Focus" readers.

THOMAS SHOOB, Modesto photographer, has sent his two sons, Leo and Alex, for a year's study in Switzerland. They left San Francisco July 6 for Zurich where they will attend the University.

It seems only a year ago since Leo made an extended tour of Russia and Continental Europe.

♣ ♣

MANUEL ORTEGA, who presides over the parcel post section of our shipping department, has forsaken single blessedness. He and Miss Leventina Frediani will be on their honeymoon in a few days. We mention this for it is possible that you may have received your parcels with stamps attached upside down. If so, you will understand the reason.

When interviewed by Jerry about this courageous decision, Manuel mentioned that inasmuch as our staff was maintained intact, and he seemed sure of steady employment while with Hirsch & Kaye, he felt rather confident of the future. And that's that.

♣ ♣

NATHAN REIMAN, Stockton, has installed what is reported to be the first temperature control system for his photo finishing. This represents an investment of several hundred dollars, but will enable him to have complete control of the temperature in his tank rooms, regardless of what the outside thermometer tells him.

♣ ♣

MR. F. SANDINO, San Francisco photographer, has been quite ill for several weeks. During his absence his son Ralph is in charge of the studio.

♣ ♣

MR. TOLTON of Lodi has been bedridden for several months and we regret that he is still in serious condition. His photographic activities have been principally in the production of interesting and unusual lantern slide views.

AN ALL-PURPOSE LENS



Hon. Charles Dawes.
Photo by Harris & Ewing with a Wollensak lens.

WOLLENSAK
Series II, Velostigmat f 4.5

Portrait artists, commercial men and press photographers favor the Wollensak Velostigmat, Series II, because of its wide range of usefulness.

Compactness for home portraiture. Flat field for photographing groups. Speed for action snaps. And so fine optically that copies and enlargements made through it are exceptionally satisfying.

Learn more about this surprisingly versatile lens. Write today for free trial offer.

WOLLENSAK OPTICAL CO.
ROCHESTER, NEW YORK

Reticulation: Its Cause and Prevention

Reticulation—a leather-like graininess of the emulsion surface of films

It usually occurs in hot weather when the temperature of the solutions is above normal, particularly when the solutions are nearing exhaustion. Under such conditions, if the film is subjected to a sudden change in temperature—such as occurs when transferring from a warm fixing bath to cold wash water—reticulation may occur. The effect is that the emulsion loosens from the film support and, as the gelatin expands, puckers and forms more or less minute wrinkles in a sort of regular pattern over the entire surface of the film.

Reticulation can be avoided by keeping the temperature of the developer, rinse and fixing baths at normal, i.e., 65° F.; and by the use of reasonably fresh solutions, combined with thorough agitation of the films.

EQUALITY

Rich is he and poor am I,
And we stood and looked at the summer sky.
And a wild thrush gave us a burst of song,
And the blossoms smiled and we walked along.

The breeze came sweet through the leafy trees,
I thought: I see what the rich man sees;
I feel all the things which the rich man feels
And share in all which this day reveals.

Beauty of flowers and joy of song
Were mine and his as we walked along,
Nor blossoms, nor bird, nor summer sky
Knew which was the rich man, he or I.

—Edgar A. Guest.

A weak, undertimed enlargement can sometimes be saved by redeveloping. The standard Bleaching is used, but the print is redeveloped with Sodium Sulphite instead of the usual Sulphide. This gives a decidedly warm tone.

UNIQUE WILL

The "Clarion", monthly publication of the Atlantic Association of Credit Men, publishes the following copy of what is agreed to be a most unique will:

"A merchant was told that he had only one month to live, and so called in a lawyer to put his affairs in order. 'Fix it', he said, 'so that my overdraft at the bank will go to my wife—she can explain it to them. My equity in my automobile I want to go to my son. He will then have to go to work to keep up the payments. Give my good will to the supply houses. They took some awful chances on me, and are entitled to something. My equipment give to the junk man; he has had his eye on it for several years . . . and I want six of my creditors for pall bearers. They have carried me so long, they might as well finish the job'."

Every day is somebody's birthday . . . which reminds us, to remind you, to remind your customers that cameras make ideal gifts.

And the receivers thereof make ideal customers for Kodak Film and photo finishing.

NOVABROM

FOR CONSISTENT QUALITY IN YOUR REGULAR ENLARGING

#1—White Smooth Matte—K1
#3—White Smooth Semi-Matte—K3
#10—White Glossy—K10

in

Normal — Vigorous — Extra Vigorous and Soft in #10

FOR DISTINCTION IN YOUR DeLUXE ENLARGING and OTHER SPECIAL WORK

K2
WHITE ROUGH MATTE
K15
BUFF COARSE MATTE
K17, WHITE — BUFF, K18
COARSE LUSTRE
K32, WHITE — BUFF, K33
PLATINO GRAVURE
K39, WHITE — BUFF, K40
COARSE GRAIN LUSTRE

in

Normal — Extra Vigorous

["K" indicates Double Weight]

WHATEVER YOUR ENLARGING REQUIREMENTS, THERE ARE NOVABROM SURFACES AND CONTRASTS TO MEET THEM

FOR PERFECT PICTURES

FOR PERFECT PICTURES

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ALL GEVAERT PRODUCTS OBTAINABLE THROUGH HIRSCH & KAYE, SAN FRANCISCO

Make Friends

Practically all photographers know that men do not patronize their studios as often as women and children. The boy of today is the man of tomorrow and we suggest a practical way to cultivate the friendship of boys in your community.

In every community there is at least one Troop of Boy Scouts. They are in the age when they are interested in everything that is brought to their attention. Get in touch with the Scoutmaster and leaders and offer a series of talks on photography to the boys. Arrange for a meeting in your studio where you can explain the use of lights, cameras, backgrounds. Take them through your developing room, show them how prints and enlargements are made. You have no idea of their enthusiasm, and you will have made friends who will speak a good word in your behalf in their homes and at every opportunity.

Of course, we should not overlook the Girl Scouts. We submit this suggestion for your own plan of action, because every community has one or more groups of young people whose friendship can be obtained by little effort on your part.

←❖→

We Hope You Won't Need This

A reader of "The Focus" has given us some information which he suggests we publish. This we gladly do because we feel it will be helpful to photographers and their friends. Hyposulphite of Soda, known to photographers as Hypo has many uses. The particular use that we now mention is an antidote for poison oak. Prepare a solution of one teacup of Hypo in a quart of water and when dissolved apply the solution to the affected parts. This is best done with a soft cloth or a tuft of cotton.

The usefulness of this remedy is indicated when we tell you that a surveying group in the Northwest was so seriously affected by poison oak that all work ceased. The doctor ordered a keg of Hypo rushed to the scene and two days later, work was resumed in a normal manner.

←❖→

Has This Ever Happened To You?

A customer returned some prints on enlarging paper with a number of marks with the statement that the paper was defective. We submitted the prints to the factory for investigation and the explanation may be of interest and helpful.

We were told that the spots were caused by the little swirl of sediment in the bottom of the tray which when the prints were slipped in, eddied around and settled in irregular oblong spots with the results that instituted the complaint. Do not merely slip the prints in the developer and let the developer process progress by itself, but turn over the prints and rock the tray so as to prevent the settlement of the sediment.

←❖→

Long Awaited Textbook Is Ready

The new (eleventh) edition of "The Photography of Colored Objects" is now ready. Price 50 cents. This book has been entirely revised to cover the use of the new types of Panchromatic emulsions, and the new filters.

A thorough study of this book will be most helpful to all photographers. The commercial photographer will use it daily for reference purposes.

Order today
From Hirsch & Kaye.



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New
INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South Rochester, N. Y.

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

Kodak Acquires German Accent

Two new cameras have been announced, Kodak Pupille and Kodak Recomar. The cameras have all the characteristics of German cameras, but bear the well known trademark "Kodak."

Recently, the German subsidiary of the Eastman Kodak Company purchased the factory of Dr. August Nagel at Stuttgart, Germany. This factory continues under the direction of Dr. Nagel, and will continue to manufacture the former line of cameras under the "Kodak" trademark.

Kodak Pupille is a departure from all recognized Kodak characteristics. The camera is made to use No. 127 Vest Pocket film and will produce 16 pictures to a roll. The lens is rated F.2. It is a Schneider Xenon Anastigmat in Compur shutter. An outstanding accessory furnished with the camera is a range finder of periscope type. The price of camera with lens, shutter, carrying case, range finder, two filters and camera foot is $75.00.

Kodak Recomar is a plate camera designed for use with either plates, cut film or film pack. The camera is fitted with a ground glass back for focusing and is provided with double extension bellows. The lens is Schneider Xenar Anastigmat F4.5 in Compur shutter. This camera is furnished in two sizes, Kodak Recomar No. 18, using 2¼x3¼ film packs or 2½x3½ cut film and 6½x9 cm. dry plates. The price is $40.00. Kodak Recomar No. 33 uses 3¼x4¼ film packs, 9x12 cm. cut film and plates. The price is $48.00. Both models are in stock at Hirsch & Kaye.

←❖→

Out of the red and into the black
Is often a matter of selling knack.

←❖→

For larger profits, suggest enlargements.

There are a few—luckily only a few—photographers who are firmly imbued with the idea that manufacturers and dealers are making inordinate profits at the expense of photographers. The following clipping from Abel's Weekly of May 21 should do something to dispel this erroneous idea:

"I am indeed sorry to learn that the E. N. Lodge Company, well known mount house of Columbus, Ohio, has been forced into receivership. Long credits, resulting in frozen accounts, are the cause as I understand it. Some time ago in an editorial I pointed out to photographers that there is a limit to the financial assistance they can expect from manufacturers. Manufacturers and dealers are often accused of being 'hard-boiled' in the matter of credits. Here is a first-class example of what happens when a house is too lenient. Don't blame the manufacturer if through your own carelessness in the past, he can not carry you now. His payrolls and his burden are far greater than yours."

←❖→

A POINT ABOUT USING FILTER FACTORS

Multiplying factors for filters are based on the *normal* exposure without filter, and by normal exposure is meant the exposure which will produce a negative neither underexposed nor overexposed.

If a negative which has been very liberally exposed without filter is taken as a basis, then the multiplying factor may pile on the overexposure to an excessive degree, the error which is negligible in the unfiltered exposure being magnified greatly.

This point is of particular importance when photographing from high altitudes, partly because the tendency is inadvertently to over-expose in such cases more than with ordinary landscapes, and partly because the multiplying factors for the deeper filters used to cut the haze are higher, resulting in exaggeration of the error.

Bradley Cutters



These trimmers are now made with ruled table and an adjustable attachment which holds the blade upraised ready for instant use—a valuable feature found in no other trimmers.

In all details of construction they are first quality, guaranteed, and will be found absolutely satisfactory for the accurate trimming of mounts, prints, etc. Four sizes, made with self-lifting blade as follows:

Diamond Trimmer,	6 in. blade	Price $2.00
Dandy Trimmer,	8 in. blade	Price $2.50
Studio Trimmer,	10 in. blade	Price $3.00
Monarch Trimmer,	12 in. blade	Price $5.50

The Popular



The ruled table is also a feature of this trimmer, providing a perfect cutting guide at any point on the board. Large enough for all ordinary studio work.

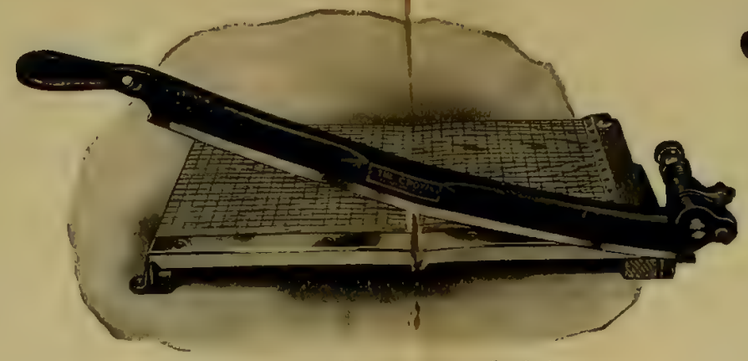
15 inch blade ..... Price $13.00

The National

This Bradley Trimmer has 18-inch blade, adjustable joint and rule, with table ruled in accurate half-inch squares. It is a perfect machine in every detail and meets every requirement of the professional studio.

18 inch blade ..... Price $20.00

The Crown



(Self-Lifting Blade)

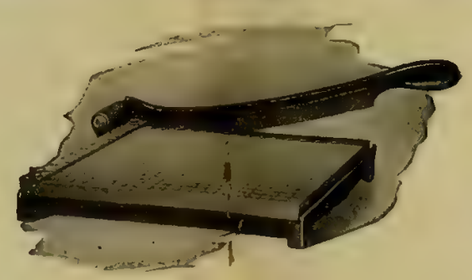
Same as The Imperial, with ruled table and 15-inch self-lifting blade.

15 inch self-lifting blade..... Price $18.00

These and other Trimmers can be purchased on time payments from

HIRSCH & KAYE

Eastman Metal Trimmer



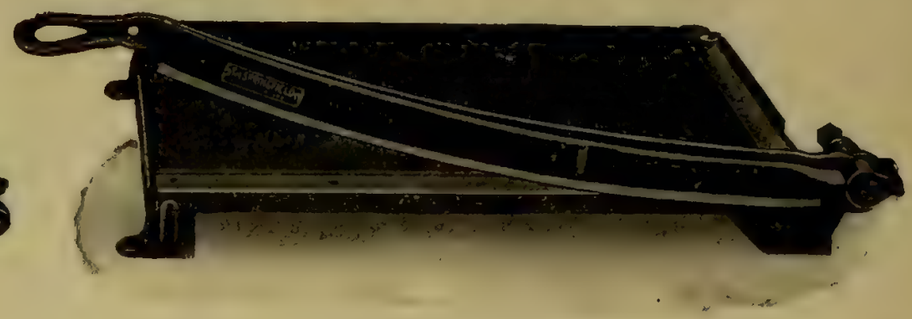
Consistent accuracy is the chief merit of this all-metal trimmer. The self-sharpening knife is of high grade tempered steel, so shaped and mounted as to cut with the minimum of effort and with perfect registry.

The metal table is marked off in half-inch squares. These marks are engraved into the surface, not merely painted on and the surface is then given a highly polished enamel finish.

A brass ruler is attached to the table and a transparent trimming gauge is supplied. There are three sizes: No. 10—10 inches wide; No. 15—15 inches and No. 20—20 inches.

No. 10	No. 15	No. 20
$15.00	$20.00	$25.00

The Imperial



(With Self-Lifting Blade)

This excellent machine embodies all the good features of other Bradley cutters—and more. It is made with the ruled table and adjustable joint, and the blade is equipped with an adjustable spring which holds it upraised at any desired height, ready for the next cut. Thus both hands of the operator are free to manipulate the paper, and the labor of operating the cutter is reduced to a minimum. No effort is required to raise the heavy knife, which practically lifts of its own accord, yet so perfect is the adjustment that when pushing the knife down the pull of the spring is scarcely perceptible. One trial and you will fully appreciate the great convenience of this improvement.

18 inch Self-Lifting blade..... Price $25.00

The Springfield



Another powerful machine, built on plainer lines. Has 24-inch blade, plain table with adjustable squaring gauge, but has no front gauge or binder.

24 inch blade..... Price $30.00

Professional Service

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STUDIO FOR SALE

One of oldest studios in Santa Cruz County. Rent $50.00, includes heat, water and janitor service.

Cameras and lenses are modern and of high grade. Price includes big stock of frames.

This offer justifies your investigation.

BOX 2280 "THE FOCUS"

LENS FOR SALE

Will sell for $75.00 one eighteen inch focal length Goerz Hypar lens, in barrel and F4.5 speed, or will trade for eleven or twelve inch lens of equal value.

BOX 724 "THE FOCUS"

IMPERIAL EMBOSSER

For embossing lines on edges of portraits, enlargements or prints. Consists of a patterned board of hardwood and a fibre roller. You have your choice of several grooves of various sizes.

Price complete $2.00

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE
have them.

VERICHROME FORMULA

KODAK D.75 TANK FORMULA.—The Eastman Kodak Company has worked out a new developer (D75) specially suitable for Verichrome film and equally so for ordinary film. The formula is found to be distinctly superior in retaining its strength while the first few batches are developed, whilst by addition of the strengthener, "D75A", its life is prolonged to a remarkable extent.

Kodak Vertical Tank Developer

Solution I.

	10 Gallons	20 Gallons	40 Gallons
Water (125 degrees F.)	1 gallon	2 gallons	4 gallons
Elon	1¼ ounces	2½ ounces	5 ounces

Solution II.

Water (125 degrees F.)	1 gallon	2 gallons	4 gallons
Soda sulphite (cryst.)	1 pound	2 pounds	4 pounds
Sodium bisulphite	15 ounces	1 lb. 14 ozs.	3¾ pounds

Solution III.

Water (160 degrees F.)	1 gallon	2 gallons	4 gallons
Soda sulphite (crystals)	14 ounces	1¾ pounds	3½ pounds
Hydroquinone	5 ounces	10 ounces	1¼ pounds
Pyro	1¼ ounces	2½ ounces	5 ounces

Solution IV.

Water (125 degrees F.)	1 gallon	2 gallons	4 gallons
Soda carbonate (crystals)	5 pounds	10 pounds	20 pounds

Make up to 10, 20 or 40 gallons respectively with cold water.

To obtain the full "quality" and "life" from D.75 the developer must be mixed as follows. Four solutions should be prepared as indicated. Use enamel or earthenware containers for the preparation of the solutions. If galvanized buckets or containers are used in any way, chemical fog and veiling of the films will result.

Pour 2 gallons of water into the perfectly clean tank. Make Solution No. 1 and add to water in tank. Stir well. Make Solution No. 2 and add to tank. Stir well. Continue in the same way with Solution No. 3 and then No. 4. Finally, fill up to 10, 20 or 40 gallons and stir well. Leave for one hour before use. Ideal temperature, 68 degrees F. Starting time of development, 10 minutes. The temperature should be kept at 68 degrees. Do not use below 65 degrees or above 70 degrees. Allow one minute variation in time for each degree above or below 68 degrees, i.e., 8 minutes at 70 degrees, 13 minutes at 65 degrees. Local conditions may call for adjustment of standard times. Check negative quality constantly and adjust time as required.

(Continued on page 21)

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions.

For panchromatic the ratio of Mazda wattage to mercury is two to one.

Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.
SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE

USE BROWNTONE

The RICH COLOR of BROWNTONE Sepia prints invariably appeals to the lover of beauty in portraiture. Striking portraits are given a rich background of harmoniously blended shading that is pleasing to the eye as well as perfect in production. Insist on BROWNTONE for those rich GOLDTONES and Sepias. A BROWNTONE sepia is a perfect foundation for a lovely oil painting, or for a pastel print, as the natural flesh values are so easy to obtain.

8 ounce bottle—$1.00

HIRSCH & KAYE *have it.*

FOTOLITE SPOTLIGHT



A spotlight of novel construction. Interior finish is black, no reflector. Light from 500 watt lamp passes through three lenses. Can be focused from a small circle to a large floodlighted area.

Exterior finish is in black and chromium. A folding stand and cord are supplied.

Here is a practical, efficient spotlight for only $25.00, bulb extra.

FOTOFLOOD LAMP OUTFIT

Number 215

Especially designed for the popular 64-volt bulbs and the newer Fotoflood lamps. Outfit consists of a reflector of ample size and efficient design, cord and plug, and 2-section stand. Notice the low price.

$6.00, complete with bulb, ready to use.

Double unit, stand, bar, clamps and two reflectors, $9.00.

Hand reflectors, $1.25



Attractive resale prices on request.

VERICHROME FORMULA

(Continued from page 19)

FORMULA D. 75A

KODAK VERTICAL TANK DEVELOPER STRENGTHENER

	1 Gallon	2 Gallons	4 Gallons
Water (125 degrees F.)	½ gallon	1 gallon	2 gallons
Elon	275 grs.	1¼ ounces	2½ ounces
Soda sulphite (crystals)	7½ ounces	15 ounces	1 lb. 14 ounces
Sodium bisulphite	3¾ ounces	7½ ounces	15 ounces
Hydroquinone	1¼ ounces	2½ ounces	5 ounces
Soda Carbonate (crystals)	1 lb. 11 ozs.	3 lbs. 6 ozs.	6¾ pounds
Water to make	1 gallon	2 gallons	4 gallons

This stock strengthening solution should be used 1 part to 1 part water for bringing developer to original volume.

Mix as follows: Having thoroughly cleaned the earthenware or glass container, pour into it the necessary quantity of clean, warm water (125 degrees F.) Add the Elon to the water, and thoroughly dissolve. Continue with the other chemicals in the order named, making sure that each chemical is thoroughly dissolved before adding the next. Finally add water to make up quantity and stir well. —*British Journal Almanac.*

The Front Page

What does a news cameraman do with his spare moments? Why, he takes pictures, of course! At least Charles L. Sheely, Staff Photographer of the Spokane Chronicle, does—and the pictures he gets are something to look at! Mr. Sheely, having learned from long acquaintance that Super Chromosa is a fine negative material for practically every purpose, used one with a K2 Filter, at f22, exposure being about 2½ seconds. The high quality of the resulting picture speaks for itself.

Super Chromosa plates can be obtained from Hirsch & Kaye.

←⁂→

Mark Twain once made a comment that though everybody talked about the weather, nobody did anything about it. That remark, though, was made before the advent of Kodak Verichrome Film. Eastman scientists have done something about the weather: They've made the amateur practically independent of it.

Instead of swabbing a negative with the common tuft of cotton use a camel hair brush. It does the job just as well and there are no cotton shreds to clog up the drain.

←⁂→

You seldom hear anyone demanding justice when sitting for a photograph.

←⁂→

A hole drilled in a board to snugly accommodate a bottle of retouching varnish will keep the bottle from being tipped over—a messy accident which is not uncommon in the studio.

←⁂→

All stock and no display makes turnover a dull proposition.

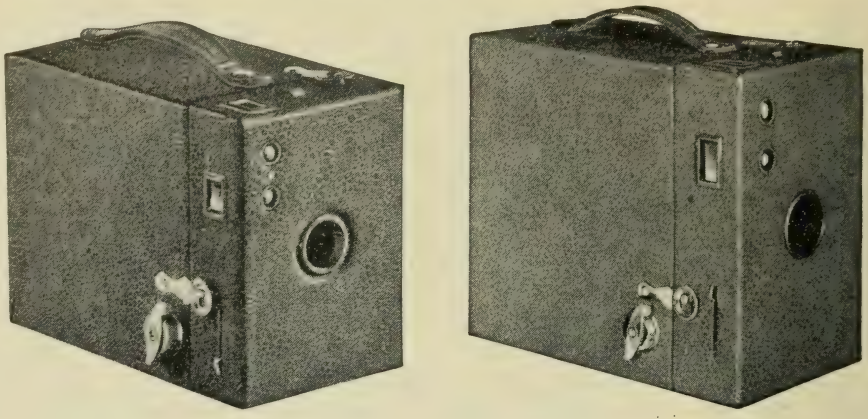
←⁂→

The interest of most customers increases in the same degree as your own.

←⁂→

An investment in "good will" is sure to pay handsome dividends.

RAINBOW HAWK-EYE CAMERAS



Excellent for Resale, Rental or Loan

BOX HAWK-EYES

Packed 25 to the carton	List	Less than Carton Lots	Carton Lots or 50 Assorted
No. 2 Model C (one finder)	$1.25	$0.75	$0.65
No. 2A Model B*	2.50	1.15	1.05

Furnished in blue, green, brown, rose and black.
**No. 2A not available in black.*

In stock—order today from HIRSCH & KAYE



THE HAWKEYE TIMER, as the name implies is primarily a Timer, but is also a good clock. The Timer dial is easily set from the front to any number of minutes from one to ninety. When the time is up it rings a bell persistently until stopped by a touch of a lever, also from the front.

New price—$4.95

Listed at the Service Desk

Are you looking for a Studio location? Is your Studio for Sale? Are you seeking competent help?

All of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the Hirsch & Kaye Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in The Focus.

Studios are available in these locations:

California

Alhambra	Box 2273, The Focus	Redding	Box 2258, The Focus
Compton	Box 2303, The Focus	Richmond	Box 2226, The Focus
Crescent City	Box 2305, The Focus	San Francisco	Box 2287, The Focus
Eureka	Box 2310, The Focus	San Francisco	Box 2298, The Focus
Hollywood	Box 2248, The Focus	San Francisco	Box 2266, The Focus
Los Angeles	Box 2288, The Focus	San Jose	Box 2261, The Focus
Madera	Box 2228, The Focus	San Jose	Box 2278, The Focus
Monterey	Box 2269, The Focus	Santa Barbara	Box 2294, The Focus
Oakland	Box 2309, The Focus	Santa Paula	Box 2164, The Focus
Oakland	Box 2143, The Focus	Watsonville	Box 2280, The Focus

Oregon

Ashland	Box 2089, The Focus	Freewater	Box 2097, The Focus
Baker	Box 2087, The Focus	Medford	Box 2274, The Focus
The Dalles	Box 2283, The Focus	Portland	Box 2265, The Focus

Washington

Colville	Box 2254, The Focus	Seattle	Box 2137, The Focus
Concrete	Box 2123, The Focus	Spokane	Box 2271, The Focus
Everett	Box 2277, The Focus	Snohomish	Box 2285, The Focus

Nevada

Reno — Box 2125, The Focus

Utah

Salt Lake City	Box 2230, The Focus	Springville	Box 2275, The Focus

Arizona — New Mexico

Kingman, Ariz.	Box 2263, The Focus	Morenci, Ariz.	Box 2255, The Focus
Las Cruces, N. M.	Box 2217, The Focus		

For "Between Season" Business . . .



THE RITA

To keep the younger set interested in portraits, many studios, for between season business, oftentimes feature 2x3 and smaller portraits.

Portraits in these sizes, when shown in mounters especially designed for this class of work, can advantageously be used as "fill ins," and withdrawn at any time without interfering with the studio's regular price scale.

The illustration shows the RITA Easel, one of six styles in our line, just right for this class of work.

Samples of these six styles will be sent you for ten cents. It may mean extra business during the coming season for you to feature two or three of these, so become acquainted with them.

SAMPLE OFFER SS-45

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

They had a big moth in the office the other day. That tells me that some photographer opened his purse and paid something on his account.

♣ ♣

Times are so bad that even people who don't intend to pay are not buying.

♣ ♣

They tell me the department stores are not selling any writing paper. They say its stationery.

♣ ♣

I saw something down town that made me sad. It was a horsefly on a radiator.

♣ ♣

A photographer in Oregon wrote down to our service department about his developer. He said the water was too hard.

He should know it rains harder up there.

♣ ♣

She was only a photographer's daughter, but how she was developed.

♣ ♣

Talk about confidence—

The old time gunmen had to shoot their man before they could cut a notch on their gun.

Nowadays, photographers shoot their men with film on which the notch is already cut.

♣ ♣

Your friends should be like Ethyl gas—free from knocking.

When I bought my last suit the clerk wanted to give me a cuff in the pants and a belt in the back. So I offered to give him a sock on his nose.

♣ ♣

I gotta plan my vacation soon, so I'll call all the girls Alaska. That's how I get to Nome.

♣ ♣

Once there was a family what went away on a vacation.

♣ ♣

They locked up the house and a little mouse in the cellar couldn't get anything to eat, so he cut his way out and went next door to a delicatessen store.

♣ ♣

That night he climbed up on the counter and helped himself to some baloney and it was good. So good, he squeaked with delight and had some more.

♣ ♣

Most of the night he either squeaked or ate baloney and after a while, he ate so much he couldn't move, but kept on squeaking.

♣ ♣

This was bad, because a cat heard him and jumped on him and it was just too bad for the mouse.

♣ ♣

Now, what I want to say is—this teaches us that when you're full of baloney, its best to keep your mouth shut.

—Jerry.

AERO-XENAR F:4.5

We introduce a lens of a new construction, which on account of its exceedingly fine qualities is specially suitable for aerial photography. The spherical and chromatical aberrations and their zonical differences are reduced to a minimum. Corresponding to this high degree of correction in the axis over the full relative opening, also the aberrations in the oblique rays are exactly corrected, resulting an anastigmatic flattened field over a comparatively large angle, within which in general the aberrations of the sagittal and meridional rays from the ideal focal plane can be kept below about 0.28% of the equivalent focal length of the new objective.

The AERO-XENAR lens will be supplied in brass mount or light metal. In both cases the lens is regularly provided with a bayonet flange to take up the corresponding color filters. Yellow filters of massive Schottglass can be furnished against extra charge. The filters are made of one piece, plano-parallel ground and polished, and sold in the colorings Schott GG 2 (Aero-filter A) and Schott GG 11 (Aero-filter B).

AERO-XENAR F:4.5

Equivalent focal length mm	Equivalent focal length in.	Speed f/..	Size of plate cm	Size of plate in.	Diameter of lens in.	Size of shutter	Exterior diameter of shutter in.	Normal Mount
250	10	4.5	12×16	6×4½	2¼	IV/10/2	4 3/16	$ 81.90
300	11¾	4.5	13×18	7×5	2 13/16	V/12	4 15/16	120.00
500	19¾	4.5	13×30	12×5	4 13/32	—	—	358.10

Sold on terms of monthly payment by

HIRSCH & KAYE

New Size Tanks for 8-Exposure Films

Sterling has built new sized tanks for 8-exposure rolls. 8x12x47″ deep Blue or White tanks and water-jacket. 19 gallons. We can also furnish size 5x12x47″ deep Blue or White tanks 12 gallon capacity, also 24 gallon size 11x12x46″ deep. Strong, durable and most economical. Write for particulars.

The Sterling water-jacketed system of cooling developing solutions can't be beaten. It is the quickest, most effective and most economical system for bringing down temperature control during hot summer days.

New Size for New 8-Exposure No. 120 and No. 116 Films

Blue tanks 8x12x47″, each	$17.50
White tanks 8x12x47″, each	19.00
Lids for above tanks, each	2.10
Water-jackets for tanks, each	46.50
Lids for water-jackets, each	4.50

Tanks, 19 gallon capacity.

10 gallon tank will hold twenty to twenty-four rolls of films. Two or three loadings can be developed per hour, or 450 to 500 rolls per day.

Sold on terms of monthly payment by

HIRSCH & KAYE

Uniform Development Needs Uniform Chemicals

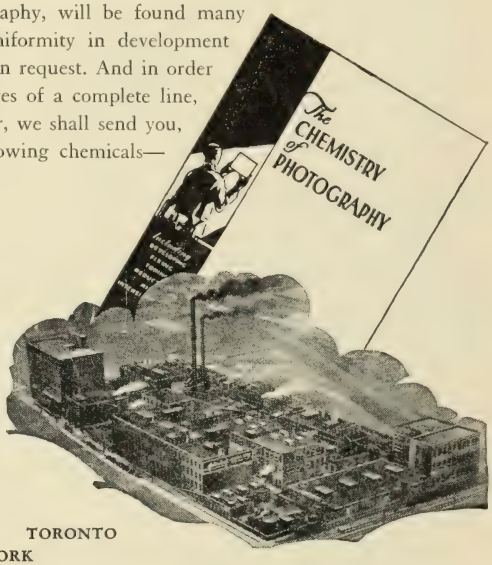
When there are great variations in negatives and prints from the same batch of films or paper, the reason is found frequently in the chemicals or in their manipulation. Not only should the chemicals be uniform, but each one should be so made that it will work in perfect harmony with the rest.

A Helpful Manual

In our Manual, The Chemistry of Photography, will be found many helpful suggestions for securing greater uniformity in development This will be sent with our compliments upon request. And in order that you may test for yourself the advantages of a complete line, in which each is perfectly suited to the other, we shall send you, postpaid to your studio, for $2.00 the following chemicals—

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

(Write direct to Home Office, St. Louis)



Mallinckrodt

Second and Mallinckrodt Sts.
ST. LOUIS, MO.

CHICAGO PHILADELPHIA TORONTO
MONTREAL NEW YORK



NOVABROM
APPEARS IN FULL DRESS!

And you will find that the handsome new Platino Gravure surfaces, plus all the famous emulsion qualities which have given NOVABROM world-wide fame, will answer many of your enlarging paper problems once and for all.

Better send for sample prints on K-32 and K-33 now—they are ready for distribution at

HIRSCH & KAYE

Bargains for the Photographer

PAKO MODEL B PRINTER with paper cabinet.
Bargain Price **$65.00**

PAKO BELT DRYER, electric-heated, fine condition.
Bargain Price **$65.00**

PAKO PRINT WASHER, large size, motor-driven.
Bargain Price **$70.00**

5x7 HARD RUBBER DEVELOPING BOX.
Bargain Price **$2.25**

8x10 HARD RUBBER DEVELOPING BOX, capacity 6 hangers.
Bargain Price **$2.25**

8x10 HARD RUBBER DEVELOPING, BOX, capacity 12 hangers.
Bargain Price **$3.00**

5x7 STEEL ENAMEL DEVELOPING BOX.
Bargain Price **$2.25**

3—8x9½x43 STONEWARE TANKS ..... **$20.00 each**

CLOVER LEAF THUMB TACKS supplied in cartons, each containing 12 boxes assorted sizes, in green and gold. Intended for picture display, we offer a real bargain at **45 cents** a carton of 12 boxes.

RUSTIC BENCH. Comfortable for one or two people.
Bargain Price **$3.00**
Are you in need of a settee for your reception room? We offer a bargain. Write for details of a real bargain.

10x14 LIGHTWEIGHT FERROTYPE. (Squeegee) plates.
Bargain Price ..... Dozen, **$1.75**

REXO COLOR FILTERS

Style A—requiring three times normal exposure.

For 1⅛ inch lenses	**$0.75**
" 3¼ " "	**3.00**
" 4 " "	**3.25**
" 4½ " "	**3.50**

Style B—for Panchromatic emulsions. Requires eight times normal exposure.

For 1⅛ inch lenses	**$0.90**
" $1\frac{5}{16}$ " "	**1.00**
" $1\frac{7}{16}$ " "	**1.00**
" 1½ " "	**1.75**
" 2 " "	**2.00**
" 2¼ " "	**2.00**
" 2¾ " "	**2.50**
" 3¼ " "	**3.25**
" 3½ " "	**4.00**
" 4 " "	**4.50**

Style C—especially effective in the absorption of green, blue and violet rays. A sixteen times filter for orthochromatic emulsions.

For 1⅛ inch lenses	**$0.90**
" $1\frac{5}{16}$ " "	**1.00**
" $1\frac{7}{16}$ " "	**1.00**
" 4 " "	**4.50**

PHOTOMAILERS

Notice These Reduced Prices

234— 5½x11¼, per 100	**$ .75**
240— 6½x15¼, " "	**.75**
246— 7½x15¼, " "	**.75**
160—12 x18, " "	**3.25**
162—13¼x17½, " "	**3.75**

BACKGROUNDS 8x8 with 7-foot floor extension. Assorted designs. Write for photos.
Each **$12.50**

Bargains for the Photographer

ART CORNERS

Colors: Grey, white, red, gold, silver, sepia.

Designs: Round, square, oval, heart, fancy.

Per box of 50 packages **$2.50**

Order 100 packages ($5.00) and put a package in every finishing order of $1.00 or more. Your customers will come back to you for more.

REXO PORTRAIT LENSES

These supplementary lenses slip over the front of the lens on your camera and reduce the focal length of your lens. As the aperture remains the same, the effect is to increase the speed of your lens. Full detailed instructions with each lens.

For lenses	$1\frac{5}{16}$	inches		**$0.90**
"	"	$1\frac{7}{16}$	"	**1.00**
"	"	$2\frac{1}{4}$	"	**2.00**
"	"	$2\frac{1}{2}$	"	**2.25**
"	"	$1\frac{1}{2}$	"	**1.25**

REXO DUPLICATORS

Enable you to make two exposures on one negative. How about one of these on your stamp camera? Take pictures of people shaking hands with themselves and similar novelty scenes.

For lenses	$1\frac{1}{8}$	inches		**$0.30**
"	"	$2\frac{1}{4}$	"	**0.50**
"	"	3	"	**0.50**

All Rexo filters and accessories have adjustable hood so you can use any given size on a slightly smaller lens barrel.

1 B MUSLIN SIGNS—12x76 inches. Printed in three colors, to read, "Films —Developing and Printing. 24-Hour Service."

Bargain Price, each ..... **60 cents**

2 B MUSLIN SIGNS—12x76 inches. Printed in three colors, to read, "Films —Developing and Printing. Daily Service."

Bargain Price, each ..... **60 cents**

7x13 LEDGE CARDS. Printed in four colors to read, "24-Hour Service."

Bargain Price, each ..... **15 cents**

6 D LEDGE CARDS—7x9 inches. Printed in four colors to read, "Cameras and Films."

Bargain Price, each ..... **15 cents**

5 D LEDGE CARDS—4x10 inches. Printed in four colors to read, "Films."

Bargain Price, each ..... **15 cents**

4 D LEDGE CARDS—4x10 inches. Printed in four colors to read, "Cameras."

Bargain Price, each ..... **15 cents**

64—3 D LEDGE CARDS—7x9 inches. Four colors to read, "24-Hour Service."

Bargain Price, each ..... **20 cents**

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price Each*
	Length	*Width*	*Depth*	
2—10 gal.	8 in.	8 in.	38 in.	**$21.00**
4—14 gal.	8 in.	9½ in.	42 in.	**24.00**
4—18 gal.	10½ in.	9½ in.	42 in.	**27.50**
7—24 gal.	14 in.	9½ in.	42 in.	**33.00**
4—29 gal.	17 in.	9½ in.	42 in.	**38.50**

Terms if desired.

Bargains for the Photographer

7 D HANGING CARDS—5x17 inches. Printed in three colors to read —"Films."

Bargain Price, each ..... **20 cents**

3 B SIDE PIECES—28x28 inches. Made of 24 ply mat board. Printed and decorated in four colors with words—"Snap Another Picture."

Bargain Price, each ..... **60 cents**

ALUMINUM SCOOPS

These useful accessories are actually necessary to anyone who handles any quantity of the bulky sodas such as Sulphite, Carbonate and Hypo. Well made with handle for convenient use.

12-ounce size **$0.95**

8-ounce size **0.75**

STUDIO PRINTER with plate glass top, 12x12. This is a home-made printer but was made by cabinet maker and is well made and businesslike in appearance. Illumination furnished by eight globes, each one mounted on a socket that can be moved in any direction, including up and down. One of the most practical printers we have seen in many a day.

Bargain Price **$57.50**

8x10 ANSCO PRINTER.

Bargain Price **$32.50**

USED PAKO JUNIOR PRINTER **$32.50**

12 inch F4.5 VELOSTIGMAT LENS, in barrel.

Bargain Price **$82.50**

HALLDORSAN HOME PORTRAIT ARC LAMP. Portable and operates on any 110 volt circuit.

Bargain Price **$27.50**

NEWCO FLASH POWDER

SLOW—A slow burning powder for commercial work, where extreme detail is wanted.

UNIVERSAL—An all-around powder for portrait or commercial work, for pan or bag use.

BAG—For banquets and groups, made with flash bag or cabinets (not pan). Quite noiseless.

SPECIAL FAST—To be used in open pan only, to stop action.

Newco Flash Powder, 2 oz. **$0.75**

DREMO EXPOSURE METER

This is a vest pocket precision exposure meter, which gives you a direct view of the object at which you look. This view is automatically excluded as you take the exposure reading. A really practical exposure meter.

Bargain Price **$4.50**

12x20 BANQUET CAMERA with two film holders and case.

Bargain Price **$75.00**

(Sold on terms)

CENTURY RETOUCHING DESK

Bargain for **$3.25**

2 VICTOR FLASH BAGS—Electric ignited. These bags are used as a unit of 2, or one bag only can be loaded with powder.

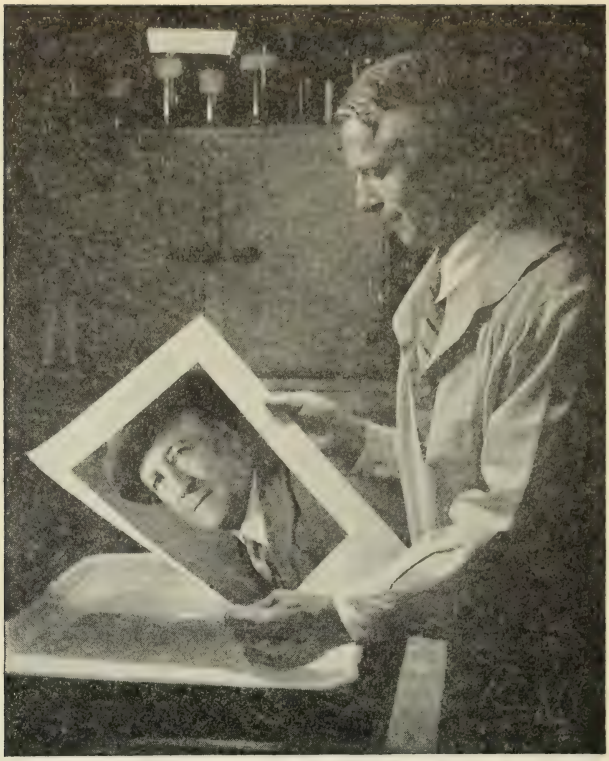
Sold only as a double unit for **$45.00**

HOME PORTRAIT REFLECTOR AND STAND.

Bargain Price **$2.00**

TROUGH SHAPED REFLECTOR with 8 blue globes. Excellent overhead light in your camera room.

Bargain Price **$5.00**

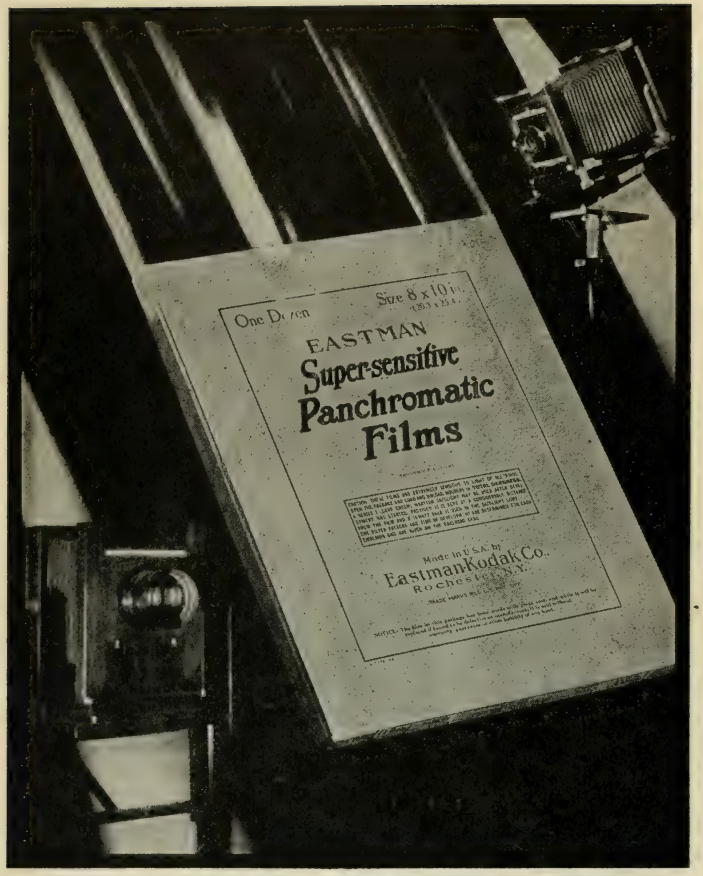


A PRINT WITH *CHARACTER*

SKILLED workmen prefer Vitava Opal because its inherent quality assures the finest possible reproduction —a full scale of gradation plus depth, brilliance and warmth of tone—a print of the finest possible character.

Show Opal samples in a range of sizes and your customers will express their appreciation in orders.

EASTMAN KODAK COMPANY Rochester, N. Y.



Unprecedented *S-P-E-E-D*

THIS new, fast portrait material reduces portrait exposures to fractions of a second.

What is the advantage?

A sitter will hold still for several seconds, but that expression which makes the portrait live comes and goes on the instant. Use Eastman Super-sensitive Panchromatic Film—make short exposures—catch better expression. The resulting customer satisfaction will produce larger and more profitable orders.

EASTMAN KODAK COMPANY Rochester, N. Y.

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. VIII AUGUST, 1932 No. 8

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GRAFLEX PHOTOGRAPH BY MARTIN JOHNSON.
"The best lion picture I ever took," says Martin Johnson.

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239 Grant Avenue
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VELOUR BLACK

FOR PRINTS BY PROJECTION

SPEED

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SIMPLICITY

In all projection-printing tasks

of

PORTRAIT,
PICTORIAL

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ILLUSTRATIVE
PHOTOGRAPHY

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DEFENDER PHOTO SUPPLY COMPANY, INC.

Rochester, New York

SURFACES

**Glossy*
**Semi-Matt*
Matt
***Veltex*
Platinum Matt
Buff Platinum Matt
Platinum Luster
Buff Platinum Luster
Rough
Buff Rough
Silk
Buff Silk
Maroquin
Buff Maroquin
White Rough-Medium Weight
MonOkroM (Rough Luster)
Coral-Pearl-Jade-Turquoise
MonOkroM (Silk)
Coral-Jade
Canvas (fabric)
Ivora (film base)

**Single or Double Weight*
***Single Weight only.*

THE FOCUS

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EDMUND FRANKLIN MARTIN



Mr. Martin is a native of Birmingham, Alabama. He tells us his early recollections are of quarrels and altercations with the colored young gentlemen of the community. Birmingham, you will recall, is the scene of the stories of Midnight Pictures, Inc., in which Roy Octavius Cohen gives intimate exposures of the lives and ambitions of some of its leading people.

During that time, Mr. Martin helped his father in his general store, and when time permitted would go to the woods to hunt. His school record was excellent, so much in fact that he aspired to grow up, with a knowledge of all things, and cast a shadow, as the saying goes.

Meanwhile, his older brothers were an influence in his life. He somewhat seriously accused one of the brothers of having led him astray. It seems that this brother had gone to Texas, had taken up photography and prevailed upon Edmund to join him. It was the cross road of his career.

Later, young Martin owned and operated his own studios in Waycross, Ga., and Gulfport, Miss., followed by locations in Eugene, Ore., and San Diego, California. He has been at his present address in Eureka, Calif., for 5 years.

Interviewed as to honor or distinctions, Mr. Martin replied that he was sure he could safely return to any community in which he had ever been in business. He still likes to hunt and fish although he is equally intrigued by high speed lenses and color sensitive emulsions. His wife is an artist whose influence is felt in the studio, which is located at 533 - 4th Street, Eureka.

←❖→

The Courage we desire and prize is not the Courage to die decently, but to live manfully. —*Carlyle*

←❖→

Afoot and light-hearted I take to the open road,
Healthy, free, the world before me,
The long brown path before me leading wherever I choose.
Henceforth I ask not good fortune, I myself am good-fortune;
Henceforth I whimper no more, postpone no more, need nothing,
Done with indoor complaints, libraries, querulous criticisms,
Strong and content I travel the open road.

* * *

All seems beautiful to me.
I can repeat over to men and women,
You have done such good to me I would do the same to you,
I will recruit for myself and you as I go,
I will scatter myself among men and women as I go,
I will toss a new gladness and roughness among them.

"The Open Road," by Walt Whitman.



PICTOL

The former users of Metol who now use Pictol are practically unanimous in declaring Pictol fully equal to or superior to the imported product. "It is fully equal to imported Metol at its best," wrote a government bureau. Numerous letters say Pictol gives better tones with clearer whites and no clouded blacks, no matter how varied the lights and shades. Others say Pictol secures greater detail and remarkable depth, because it eliminates the tendency to veiling. Solutions remain clear an unusually long time—little or no discoloration. The development of more prints is possible before the solution need be renewed.

Pictol is one of a complete, perfectly co-ordinated line. In order that you may test the advantage of this, we shall gladly send the group assortment below, postpaid to your studio, for $2.00. For this trial order write our home office at St. Louis.

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

Mallinckrodt

Second and Mallinckrodt Sts.
ST. LOUIS, MO.

CHICAGO PHILADELPHIA
TORONTO MONTREAL NEW YORK

CHEMISTRY OF PHOTOGRAPHY

Now Available
In Stiff Cloth Binding

At the suggestion of our friends we published this 93 page book in a form that will stand wear from much use.

It contains a complete explanation of the chemistry involved in developing, fixing, toning, intensification, reduction; also many manufacturers' formulas; tips on photographic problems and a complete index for easy reference.

Copies can be obtained from your regular dealer or direct from us for 50c each.

Bargain Hunters Still Have Their Ideals

In a recent issue of the Business Week, we are told that while purchasing power declines, the national taste grows more discriminating. We still want well-designed merchandise though we may not be able to pay a lot for it. Realization of this fact is the key to the present situation, according to F. D. Corley, vice-president and Merchandising Manager of Marshall Field Company, Chicago.

When asked recently concerning business and business trends, a well known San Francisco advertising agency had this to say:

"The biggest thing we've learned out of this depression," he said, "is that you CAN'T TRIFLE WITH QUALITY! The stores in San Francisco that got panicky on low prices and traded DOWN on quality in order to advertise low prices are the ones who are suffering the most right now.

"They are finding that the 'other fellow' could play the game and their advantage was only TEMPORARY—a matter of a few days or weeks.

"Now they have cut their solid foundation of REPUTATION from underneath themselves and they will have a tough time rebuilding it. The public has lot confidence in them and in the things they sell.

"The ones who held up to their usual qualities have had a tough time, too, but they are in better position right now than the cut-pricers."

Grocery chains, drug chains and independent stores—both large and small—have tried the cut-price "racket"—and now they are all looking for a way "out."

Gevaert Medium Lantern Slide Plates

Users of lantern slide plates will be interested to know that we now have Gevaert Lantern Slide Plates in Medium grade of contrast. This gives you selection of three degrees of contrast, a degree for every grade of negative.

Gevaert Lantern Slide Plates are packed in packages of 12 and 144. There are 30 of the packages of 12 to a case, and 16 1-gross packages make a case of the larger packages.

Dozen	$ .40
Case (30 doz.)	10.50
Gross	3.84

In stock at Hirsch & Kaye, where you can also obtain selected cover glass, binders and mats.

←❖→

FAST DELIVERY SERVICE TO PENINSULA COMMUNITIES

A revised schedule of rates prompts us to announce that excellent service can be obtained on shipments to any of the following towns:

Daly City	Atherton
South San Francisco	Menlo Park
San Bruno	Palo Alto
Burlingame	Stanford
San Mateo	University
Belmont	Mountain View
San Carlos	Sunnyvale
Redwood City	Santa Clara

San Jose

A similar attractive rate is available for service between San Francisco and Los Gatos, Campbell and Saratoga. Photographers in these communities who may be interested in the rates and schedule of delivery are invited to write to us for the information and shipping instructions.

Martin Johnson

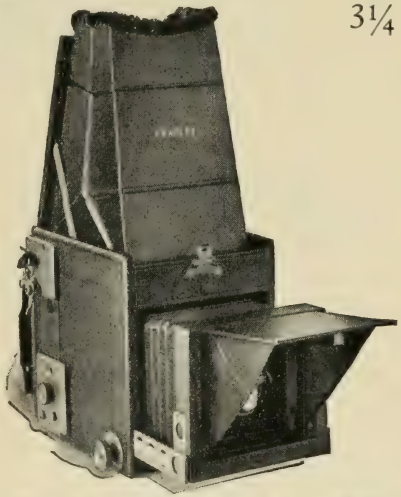
This intrepid explorer, who "captures" the most ferocious of wild life with a Graflex, is the author of *"Camera Trails in Africa," "Through the South Seas with Jack London," "Lion," "Safari,"* and other famous books.

You have probably read some of his books or attended his motion picture lectures on Africa—has tried practically every type of camera made anywhere in the world, and has taken the stupendous number of 65,000 photographs during his travels.

He took 600 pictures of lions, not captive lions, but lions in their native haunts, on his most recent trip to Africa. His long experience in the field has demonstrated to his entire satisfaction that Graflex is uniformly dependable, sure of getting the picture you are after.

The fact that you can look in the hood and see on the ground glass exactly how the picture on your negative is going to look, and the fact that its unique shutter is such a scientific marvel of precision—these two Graflex features are of unquestioned value in securing "outstanding" results in your picture-taking.

Martin Johnson's personal camera equipment, with which he explores for the American Museum of Natural History, is eloquent. It includes six Graflexes and sixteen Speed Graphics, made by the Folmer Graflex Corporation.



Terms of monthly payments are available.

3¼ x 4¼ Revolving Back Graflex Series C with *f*.2.5. Lens

PRICES

Revolving Back Graflex, *Series C*, with Cut Film Holder and Cooke Anastigmat *f*.2.5,6½" Lens; 3¼x4¼	$195.00
Graflex Roll Holder, No. 51	12.50
Graflex Cut Film Holder	2.75
Graflex Cut Film Magazine	14.50
Graflex Film Pack Adapter	5.50
Graflex Plate Holder	2.75
Graflex Plate Magazine	14.50
Ground Glass Focusing Panel to interchange with holder	5.50
Sole Leather Carrying Case	13.00
Graflex Roll Holder Film, 6 Exposures No. 151	.45

Graflex Cameras are made in various models, and sizes, priced at $80.00 and upward. Complete catalog sent on request.

Pictures commonly called impossible become easy through the magic of this camera. Cooke Anastigmat *f*.2.5 is fast! Three times as fast as *f*.4.5 and ten times as fast as *f*.8. The extra light that this lens admits lets the Series C Graflex produce detailed negatives under conditions that keep ordinary outfits idle.

In the rain or in the woods or in the house—from dawn to dusk in almost any weather—owners of the Series C get pictures that are envied and admired. Kodak Cut Film *Super Speed* behind the Cooke Anastigmat *f*.2.5 often permits snapshots of subjects that usually take *time*.

A solid front holds the lens rigid. The hinged cover with side wings serves, when open, as a shield against the sun.

Exact focus is easy, thanks to the reflecting mirror. If the image looks sharp in the hood, it will surely look sharp in the picture.

Photographers who must bring in good results regardless of difficulties can safely rely on this camera. Its *extra* ability added to the usual wide scope of a Graflex equips the Series C for a sensational output of pictures.

Trained Help Is Available

Feeling the need of trained personnel to carry on the photographic business, about two years ago the Eastman Company co-operated in the organization of a "Photographic Technology" course at Mechanics Institute at Rochester, New York.

The boys who enter this course are carefully selected high school graduates. They work a month in a local photographic industry and then go to school for a month. This method of training continues for two years. While in School they learn and practice applications of the basic principles of photography. They are taught to photograph various classes of objects, to properly light them, to develop their negatives, to select the proper paper on which to print them; they are taught composition, and they learn something of the various photographic process. They have had some work with amateur motion pictures—taking and projecting.

The course includes not only photography but chemistry, physics, freehand and mechanical drawing, economics, composition and business management.

To keep this co-operative course functioning it is best that as each class graduates, its members should be placed in positions outside of Rochester. This permits new boys to enter the course and get practical training while doing their school work. These young men are willing to go anywhere. They are capable of bringing something to the beginning position whether it be in the finishing plant, the commercial studio laboratory, in a clerical position in a photographic store or department, or in any initial position involving the use and application of photographic information.

The graduates from this course have selected photography for their life's work and so from that point alone they are much better prospects than other young men who do not know anything about photography, not even whether they have an interest in it. Further, they are carefully selected from a large number of applicants and during the two years' course the sifting process has continued so that the present candidates represent a relatively high grade of young men interested in work having some connection with photography.

These young men average 22 years of age, and their services, to start, can be obtained at rate of eighteen to twenty dollars a week. If you need help of this kind, write to Hirsch & Kaye for directions as to how it can be obtained.

←❖→

The appearance of the package in which photographs are delivered to your customers is very important. Do everything to make yours as attractive as possible if you want to create a good impression for your studio.

←❖→

Never wipe a lens with a cloth that has not been laundered. Most fabrics contain filling of some sort and it is only after several launderings that you can be certain all filling is removed.

←❖→

A SHORT, LONG STORY

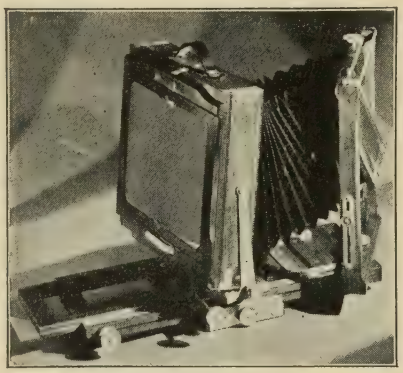
Mrs. Brown buys film; cash register rings merrily. Mrs. Brown takes pictures; leaves roll for developing and printing; cash register again peals out. Mrs. Brown calls for finished prints, and again the pleasing tinkle of the cash receptacle is heard. There is no end to this story . . . it goes on, and on, and on.

←❖→

Scientists have discovered that the best way to remove spots from a negative is to use shears.

Two Efficient Cameras
for those difficult jobs

Korona Commercial Camera



A new camera with the regular Korona adjustments plus a TILT and SWING front. The ALL-DIRECTION adjustment of the lens board makes it possible to place the image on the ground glass in the exact position desired and at an angle wanted to produce the most pleasing perspective and obtain best lens results under all conditions.

This firm construction and rigid adjustments of this camera assure satisfactory results and long wear.

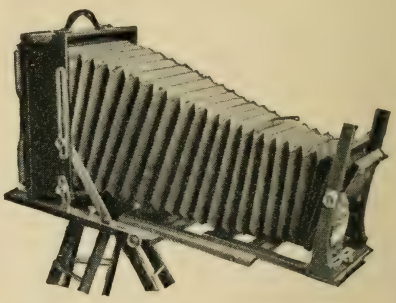
The Korona Commercial Camera has telescopic bed with metal sliding tripod block. Extension from 4⅜ inches to 27½ inches. Weight 12 lbs. Lens board 6x6 inches.

PRICES

8x10 Commercial Camera only no case or holder	$70.00
Extra for Leather Bellows	5.00
Leatherette covered Carrying case	10.00
Plate or Film Holder	2.75
Extra Lens Board	1.25
Special Recessed Lens Board	5.00

The Special Recessed Lens Board illustrated may be reversed for extra extension. This makes the bellows capacity from 2¾ to 29¼ inches.

Century Universal Camera



Reversible back is provided with sliding panels for making two or four negatives on 8x10 plate and two tripod sockets of entirely new design give proper balance when bellows are fully or partially extended. The center section of the triple bed extension is controlled by rack and pinion and can be locked in any position. The sliding bed sections are bound with duraluminum, closely fitted to insure unusual rigidity and eliminate wear. All sliding parts are metal to metal.

Front standard base is reinforced by a heavy strip of duraluminum closely fitted to a metal shoe provided with a cam and locking device of new and greatly improved design. This operates on the "turn table" principle and at the same time provides for extreme sliding and lateral adjustments.

Dimensions (folded)	4½x11½x11¾
Bellows Extension	30 inches
Lensboard	6x6
Camera Weight	9¾ lbs.

PRICES

8x10 Century Universal Camera, without lens or carrying case, with one plate or film holder	$85.00
With Fibre Carrying Case (single compartment) for camera and one holder	90.00
8x10—5x7 Reducing Back with one plate or film holder	16.00

These cameras and suitable lenses can be purchased on generous and helpful terms

Beattie Courses Continued

In response to some demand, the Beattie Hollywood Hi-Lite Company will again supply the original course in lighting in addition to the more recently announced course known as Course No. 6. The difference in the two courses is explained as follows:

Course No. 1 includes twelve of the more complicated two, three and four source lightings, the proper lighting and posing of difficult subjects, the making of silhouettes and semi-silhouettes. This Course is recommended for the workmen already able to produce negatives good in quality and composition. Fee $30.00.

Course No. 6 includes six single source lightings, quickly and easily made in regular studio practice, and suitable for the great majority of subjects. It is to be recommended for the man whose lightings are out of balance, poorly posed, and of indifferent composition. Fee $15.00.

Both criticism of subscriber's prints and personal instruction have been handled by Robert R. Beattie since 1930, with the work of the majority taking the Course showing an improvement out of all proportion to the small fee charged.

You can enroll in either of these courses through Hirsch & Kaye.

←❖→

Our "old friend" the old tire inner tube can be used to advantage for protecting large bottles of hypo or other stock solutions, from breakage. Put one band of the rubber cut from the tube at the top of the bottle just below the neck and one band at the bottom of the bottle. You will find this simple precaution well worth while as solutions cost money and it is so easy to break a large bottle while handling it.

Giving More Time To Each Customer

When a customer comes to your studio to have a portrait made he comes with the expectation of getting an unusual picture. He comes with certain definite thoughts in his mind as to what he wants. He wants a picture of himself that "will do more" for him than the average snapshot. All customers come with a feeling of importance and hope that the photographer will realize how important their portrait is to them, and because of this importance, that he will give their picture the time and attention necessary to make it a good one.

So if you want to please your customers and have them sing your praises to the family and friends, don't hurry with any one who comes to your studio for a portrait. Give all customers every attention. Pose them different ways. Try to get some idea of how they want their portrait to look. Take a long time for sittings. This makes the customer feel important and it also makes him feel that you are doing your very best to give him a good job. Then he's certain his portrait will be good and he will go out of your studio telling the world what a good photographer you are.

Speedy sittings might be good if you have to rush through and get finished at a certain time but they are not good if you want to build a reputation as a first class photographer who can ask, and get, high prices for his work.

Try giving more time per sitting. It may slow you up a bit in your work at first but it will eventually pay you big returns.

←❖→

Every traveling man has a few dark moments when he wonders whether the hotel clerk really thinks as much of him as he appears to.







Our Salesmen Tell Us

L. R. Dold, travelling photographer is back at work after a sojourn of 98 days in the U. S. Naval Hospital. Mr. Dold is a Spanish American War veteran.

♣ ♣

A recent visitor was **A. N. Cunningham,** who came to San Francisco to attend a reunion of Indian War veterans. Mr. Cunningham served in the 8th Cavalry in the years 1879-1884 and saw much service. More recently he had a studio in Hollister, which he sold several years ago to retire.

♣ ♣

The regular meeting of the Northern California Division of the Master Photo Finishers was held at the Hotel Alameda, July 23. Approximately 30 people were present and we noticed representatives from Monterey, Santa Cruz, San Jose, Santa Rosa, and other communities.

The meeting was opened by **President Reiman** of Stockton, who later turned the meeting over to **Mr. M. C. Lovett** for discussion of problems and matters of policy which were up for consideration.

♣ ♣

James Fullerton is one of San Francisco's commercial photographers, but lately has taken up child photography with enthusiasm. The reason is—the arrival of a baby girl in the Fullerton household.

♣ ♣

Last month we reported the marriage of one of our employees, and now we have another to report, which involves two of our staff. We were not altogether surprised at the news of Manuel's wedding, for when a man blushingly asks for a vacation at a certain time, we can suspect something is to happen.



But in the case of **Harry Rief,** it was totally different. The announcement was made by the bride-elect who is none other than **Ruth Brand** of our office. How they kept their romance a secret is more than we can figure, for although the two saw each other several times a day, their conversations were all business. Imagine a romance blossoming right here in our midst and apparently without our knowledge!

Harry is one of our newer employees, having been with us only eight years. You will find him on the main floor of our store, well-informed on all matters pertaining to photography, in all branches.

♣ ♣

Tom Ayres is a new arrival in the local commercial field. He was formerly with the San Francisco School Department, specializing on visual education. As the eye retains more of what it sees, than the ear of what it hears, Mr. Ayres should be in excellent position to produce the kind of pictures that tell the story.

Our Salesmen Tell Us

Charles Boussum, San Francisco photographer, is spending his vacation at Chester in the Mount Lassen country. He has a summer cabin where he makes his headquarters while fishing. Come to think of it, none of us have received our quota of fish from Chester, and we are reminded that the season will soon be over.

His son, **Roy Boussum,** who assists him in the management of the studios, just returned from Chester, where he spent his vacation with his family. We have yet to find out just what results he obtained with rod or gun.

♣ ♣



Mr. A. Bene is showing some excellent results as a pictorial photographer. Perhaps you will remember that it was Mr. Bene who closed his San Francisco studio for the four years of World War in order to serve in the French Army. Then he returned to the peaceful occupation of portrait photographer.

♣ ♣

Among the Shriners who visited us during the Shrine Convention were **C. E. Armstrong,** Ogden, Utah; **Stanton Rowell** of Grant's Pass, Oregon, and **Mr. Peasley** of the Peasley Studio in Oregon.

♣ ♣

Mrs. Tucker, formerly of San Jose, and now located in Carmel, came to San Francisco to see the parades and pageants during the Shrine Convention. She was accompanied by Mrs. Giroux.

When **Martha Beebe** closed her San Francisco studio and went to Sonora to regain her health, she did not dream of any material or other form of gain. Some time ago she staked out a claim near Sonora, and partly in a spirit of fun, started to work the claim. The results have been surprisingly gratifying and she tells us that she is accumulating enough of the elusive precious metal to assure the ultimate realization of having a dream studio such as every photographer has wanted.



♣ ♣

Paul Hollingshead has closed his studio in San Leandro and has opened in Woodland.

♣ ♣

Speaking of Shriners and their convention. Did you ever see such an aggregation of color? As we saw them on the streets, we could not suppress this thought—"They spin not, neither do they toil, yet Solomon in all his glory was not arrayed like one of these!"

♣ ♣

To keep fingers free from developer stain: Make a solution of 15 drops Hydrochloric Acid in 4 ounces of water.

Before starting, and from time to time while using the developer, dip the fingers in the acid solution.

This is a stain preventative, not a remedy. Once an old stain is removed, however, it will prevent the fingers from acquiring a new one.

♣ ♣

A California bank has what is considered the most complete collection of photographs of early Western history in existence.

NOVABROM

FOR CONSISTENT QUALITY IN YOUR REGULAR ENLARGING

#1—White Smooth Matte—K1
#3—White Smooth Semi-Matte—K3
#10—White Glossy—K10

in

Normal — Vigorous — Extra Vigorous and Soft in #10

FOR DISTINCTION IN YOUR DeLUXE ENLARGING and OTHER SPECIAL WORK

K2
WHITE ROUGH MATTE
K15
BUFF COARSE MATTE
K17, WHITE — BUFF, K18
COARSE LUSTRE
K32, WHITE — BUFF, K33
PLATINO GRAVURE
K39, WHITE — BUFF, K40
COARSE GRAIN LUSTRE

in

Normal — Extra Vigorous
["K" indicates Double Weight]

WHATEVER YOUR ENLARGING REQUIREMENTS, THERE ARE NOVABROM SURFACES AND CONTRASTS TO MEET THEM

Call it "GAY-VERT"

FOR PERFECT PICTURES

(Call it Gay-Vert)

FOR PERFECT PICTURES

THE GEVAERT COMPANY OF AMERICA, Inc.

423-439 WEST 55th STREET, NEW YORK, N. Y.

CHICAGO
160 E. Illinois St.
at Michigan Ave.

TORONTO
347-349
Adelaide St. W.

ALL GEVAERT PRODUCTS OBTAINABLE THROUGH HIRSCH & KAYE, SAN FRANCISCO

Proposal That Congress Fix Prices

An important report on the progress of photography was made at the convention of 1887 by Dr. Nicol, who spoke of "The continued downward tendency of prices obtained for ordinary photographs, or perhaps more correctly the ever-increasing number of photographers who think they must sail with the tide and join the low-priced ranks in the hope of attracting the trade that will not come.

"The disease is indeed a desperate one, and, like all desperate diseases, has been the object of many proposals for its annihilation—conventional interference, boycotting, and, more lately and most absurd of all, to ask Congress to fix a uniform price for pictures.

"The man who practices photography simply as a business must make up his mind to compete on fair terms with others in the same line, and, should cutting get below the cost of production and a living profit, the weakest must, of course, go to the wall. But he who succeeds in stamping his own individuality on his work, lifts himself out of the arena of trade and into that of a profession, and may then fix his prices to suit himself without regard to competition."

As true today as forty-five years ago.

PROTECTING PLATE HOLDERS

A simple and good protection for small plate holders can be made by cutting two fairly heavy rubber bands from an old tire inner tube. Make the bands large enough so they will not strain any part of the holder. The bands can be easily slipped on or off and are a good protection for the holders when laying them on any surface or against each other.

Starting to School

Early in August and September many little tots are starting to school for the first time and as this is an event of real importance to mothers, they will want to keep it fresh in their memories with a photograph of their child taken at that time.

One way in which you can get the names of parents having children who start to school this September is to go to the county clerk's office and copy a list of those who had children born six years ago. They can easily be looked up in the telephone book or city directory and their present addresses learned. Call them up on the telephone or write them suggesting that they have their child's picture taken to commemorate its starting to school. You can offer to come to the home to make the picture or have the child brought to the studio.

You might be able to secure the cooperation of primary grade teachers and get from them the names and addresses of beginners, especially if you live in a small town.

You will be pleasantly surprised how much extra business you can accumulate with a little work in this direction.

When making the picture, suggest to the mother that the child wear the clothes in which it started to school and you might give it a book or a tablet to put under its arm to lend atmosphere.

IT'S LIKE THIS . . . . . .

Never, we believe, have finer emulsions been offered to portrait and commercial photographers than HAMMER is producing today. Desirable speeds with strength and at same time softness, with the transparency necessary in producing finest print quality. There are non-color sensitive and color sensitive emulsions, suited to the diversified demands made by studio clients. You will be pleased with results when Hammer emulsions are used in the negative work.

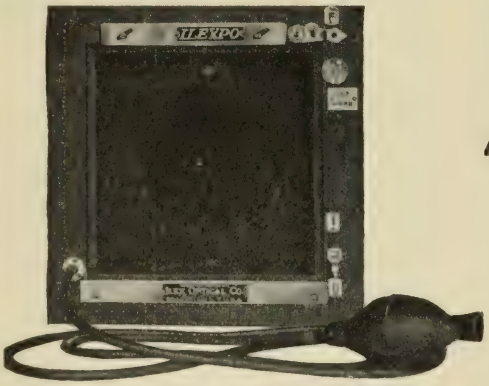
A PORTFOLIO of PRINTS will be mailed free.
Send name and address.



HAMMER DRY PLATE CO.

159 West 22nd St.
NEW YORK CITY

3547 Ohio Avenue
ST. LOUIS, MISSOURI



NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

Prices with Fast Speed

9x 9	$30.00
10x10	32.00

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

Trees to Be Feature of Competition

"To stimulate interest in trees as a characteristic feature of the California landscape, and to encourage their preservation; to perpetuate through outstanding examples of photographic art something of the beauty and spiritual appeal of trees, whether standing as individuals or massed in forests" is the purpose of a Photographic Competition to be held under the joint auspices of The California Conservation Committee of The Garden Club of America and the Save-the-Redwoods League, according to an announcement made today by these two organizations. Entries will be received up to September 7th, and an exhibit of the photographs will be on view at the M. H. de Young Memorial Museum in Golden Gate Park from September 21st until October 21st, the awards to be made on Friday, October 7th.

The awards, which are to be donated by the Save-the-Redwoods League, are: First, $100; Second, $75; Third, $50, and Fourth, $25. Other prizes will be announced later.

Regulations governing the competition are as follows:

1. ELIGIBILITY: The competition is open to any person, amateur or professional, without restriction.

2. SUBJECT: Any photograph of trees growing in California. Details of trees, individual specimens or forest views.

3. SIZE AND FINISH: Any size and finish of print. *Must be mounted on mat 14 inches wide by 19 inches high.*

4. IDENTIFICATION: The photograph may be signed, with full name and address given on back of photograph, or if preferred may be identified by a symbol, and the name and address in a sealed envelope identified by this symbol may be submitted with the photograph.

5. OWNERSHIP OF NEGATIVES AND PRINTS: No prints will be returned. A selection of the views will be incorporated in a traveling exhibit of photographs of trees, under the auspices of The Garden Club of America.

6. DATE OF SUBMISSION: Up to September 7th, 1932.

7. HOW TO ENTER PRINTS IN THE COMPETITION: Deliver or mail them to the M. H. de Young Memorial Museum, Golden Gate Park, San Francisco, addressed to: "California Trees Photographic Competition."

WORTH KNOWING

A customer who has had unusually good results with 16 m/m movie camera used for athletic events has written to tell us—

" . . . Have learned . . . that a common fault, in taking track pictures is over exposure. I have been using at least one smaller lens opening than I would for scenery under the same lighting conditions and find it brings out the athletes much more clearly. Many people, especially those who have used still cameras, when in doubt use a larger than a smaller stop."

The advice is timely and we hope will be helpful to Focus readers.

APEX AL

The Apex line now spreads to include Apex AL, which is *Semi-Matt Document, S.W.*

The Document stock however, is about twenty-five per cent lighter than the regular Single Weight. It is thin and flexible and can be folded or creased at will without damage to either stock or coating.

The advantages of this, for certain kinds of commercial and industrial use, are obvious.

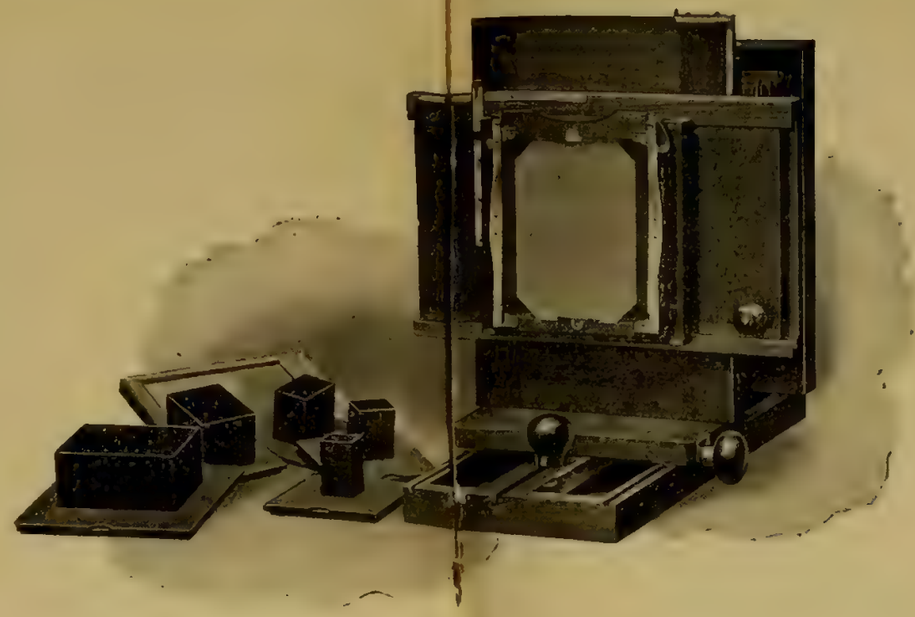
Apex AL is furnished in all grades of Contrast—00 to 55 inclusive. It carries the same list prices as the regular single weight Apex.

Equipment for Stamp Pictures

Folmer Multiple Camera—5x7

For "penny pictures" and other small sized prints for passports, licenses, etc. It is also useful for straight portrait or group work up to the full 5x7 size.

It is semi-automatic in action. Focusing adjustments can be made without jerks or unsteadiness. The Ground Glass back and the complete set of kits furnished are reversible, producing 1, 2, 4, 9, 16 or 20 negatives, horizontal or vertical on one 5x7 film or plate.



The lens board is 6¾x6¾; focal capacity, 19; dimensions closed, 18x16½x23; weight 15 pounds.

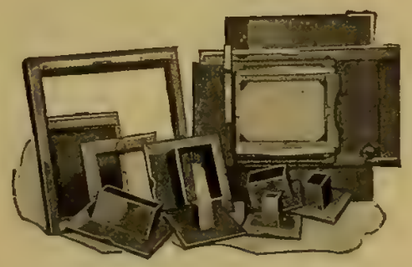
The camera is substantially constructed of dark finished cherry and mahogany. Metal parts are sand blasted.

PRICES

Folmer Multiple Camera with complete set of kits, one 5x7 Film or plate Holder without Lens or Shutter	$ 85.00
Complete, with No. 34, 8½ inch or Kodak Anastigmat f.4.5 Lens, fitted to Compound Shutter	170.75
Extra 5x7 Century Film or Plate Holder, each	2.75
Extra Lens Boards, each	1.25

Take advantage of our generous terms of monthly payment, and make your installation now.

Folmer Multiplying Back



This Reversible Multiplying Back converts 8x10 Eastman and Century View Cameras into Multiple Cameras. Through the use of a special Adapter Frame, this back can be attached to Century Studio Cameras, 7A, 9A, and 10A.

In action the back is all but automatic, since the kits for making 1, 2, 4, 9, 16 or 20 horizontal or vertical negatives on a 5x7 film or plate are marked for the required number of exposures.

The special kit, No. 4-C, is for making four full length pictures on one 5x7 film or plate.

PRICES

The Folmer Reversible Multiplying Back with Complete set of six kits, Spacing Bars, and one Film or Plate Holder	$45.00
The Adapter Frame to permit use of Multiplying Back on Nos. 7-A, 9-A and 10-A Outfits	12.00
Extra 5x7 Century Film or Plate Holder, each	2.75

Lenses suggested for Stamp Picture Cameras

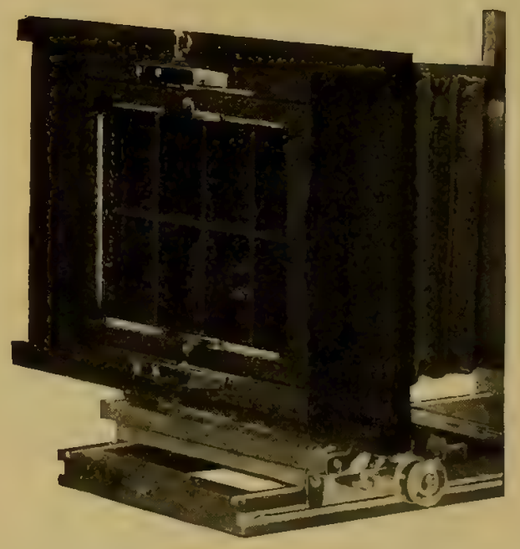
Lens	*Focus*	*Speed*	*Price*
Heliar	8¼ inch	F.4.5	$65.00
Verito	8¾ "	F.4	42.50
Ilex Portrait	10 "	F.3.5	95.00
Ser. II Velostigmat	7¼ "	F.4.5	52.50
Kodak Anastigmat	7½ "	F.4.5	50.00
Carl Zeiss Tessar	8¼ "	F.4.5	82.00
Voltas	8 "	F.8	13.00
Vitax	10 "	F.3.8	105.00

These prices are for lens only—numerous shutters are available.

This equipment can be purchased on terms of monthly payment from

HIRSCH & KAYE

Korona Multiplying Back



(Shown With Ground Glass Removed)

Takes eight pictures 1⅝x2¼ on a 5x7 plate. For stamp pictures or identification photos. Will fit on back of any 5x7 Korona Camera.

Korona Multiplying Back only	$ 18.50
Adapter Frame to use on 8x10 Korona Cameras	4.50
Adapter Frame to use on 8x10 Eastman or Ansco Cameras	6.00
Adapter Frame to use on 5x7 Eastman Camera	1.50

Professional Service

GEORGE A. WEEDEN

Artist

Producer of

Fine Crayons - Water Colors - Pastels
Oil Paintings - Ivory Miniatures
Air Brush Work

711 - 47TH AVE., SAN FRANCISCO
SKyline 2759

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

MATILDA S. RANSDELL

495 - 27th Avenue San Francisco

RUBY AND ORANGE FABRIC

A heavy grade of fabric selected because of photographic safety qualities. For covering windows, open spaces and lamps, to improvise red or orange light in your workrooms.

36-inches wide, either color, per yard.....$1.00

E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
WEST 2611

GUM PAPER

Consists of a half-inch strip of either black or white paper wound in 300-yard rolls with strong adhesive on one side only.

Gum Paper, per roll.....$0.75

TIRRO TAPE

A rubber base adhesive tape. Excellent for use on your printers. Keeps masks in place, etc.

Per roll, 1 inch wide.....$0.50

Solid Brass Thumbtacks



A strong, well pointed thumbtack. Neat appearing for a special display.

NO.		
31	⅜-inch point, 12 tacks to a block	$0.10
32	½-inch point, 10 tacks to a block	.10
33	⅝-inch point, 8 tacks to a block	.10

MoorePushlessHangers

These hangers are composed of brass plated steel hooks with tool tempered steel nails. "Scientifically constructed for strength."



24	10 lbs.	10	$0.10
25	20 lbs.	6	.10
27	50 lbs.	3	.10
28	100 lbs.	2	.10

Brass Forms

(For use in trimming prints and cutting masks)

No. 00	Oval	1⅜x2	$ .75
No. 1	Oval	2 x2¾, old ¼ Cabinet	.75
No. 2	Oval	3 x4 1/16, ¼ Cabinet	.85
No. 3	Oval	3 7/16 x4 1/8, Cabinet	.90
No. 4	Oval	2⅝x3 7/16	.85
No. 5	Oval	3¾x5¾	1.15
No. 6	Oval	4¼x6	1.40
No. 9	Circle	2¼ inches	.85
No. 10	Circle	3 inches	.85
No. 11	Circle	3¼ inches	.85
Style A	Oval	1 7/16 x2 7/16	.75
Style B	Oval	1⅞x3⅛	.75
Style C	Oval	2 9/16 x5 1/16	.85
Style D	Oval	1⅝x2 1/16	.75
Style E	Oval	2¼x4	.85
Style F	Oval	2½x5 1/16	.85
Style G	Oval	2⅛x5⅝	.95
Style H	Oval	1 1/16 x3 5/16	.75
Style J	Oval	2¾x5 5/16	.85
Style K	Oval	3 1/16 x6⅜	1.05
Style L	Oval	1⅞x2 1/16	.75
Style M	Oval	2½x3½	.75
Style N	Oval	1¼x1¾	.75
Style O	Oval	4¼x6½	1.95
Style P	Oval	5 x7	2.10
Style Q	Oval	6 x8	2.30
Style R	Oval	7 x9	2.90
Style S	Oval	8 x10	3.30

Eastman Print Embosser



This handy tool is used for producing plate sunk centers on prints or enlargements. A steel ball rotating in the end of a rod permits one to exert the pressure necessary to emboss a sharp line at the edge of the embossing form without cracking the print. Such embossing adds greatly to the attractiveness of the print.

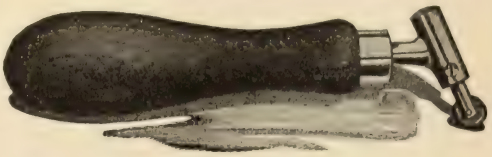
Each ..... $ .50

Imperial Embosser

For embossing lines on edges of portraits, enlargements or prints. Consists of a patterned board of hardwood and a fibre roller. You have your choice of several grooves of various sizes.

Price complete $2.00

Revolving Print Trimmers



A tool steel cutting wheel mounted in a wood handle for trimming prints in a cut out form. Wheel and post are removable.

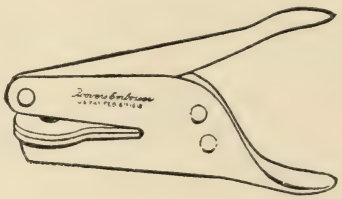
Revolving Print Trimmer $1.25
Extra wheel or post ..... .35

Sultan Revolving Trimmer

A wood handle that fits your hand and a replaceable swivel cutting wheel. Extra wheel and post included.

Price 35 cents.

Roover's Hand and Desk Embossers



Furnish a satisfactory means of embossing photographs, envelopes, or any kind of paper. See our salesman or write for illustrations of styles and size of letters.

STYLES AND PRICES

Number of Lines	Hand Embossers Model D or C
2 Line	$3.20
3 Line	4.00
4 Line	4.20

When round spots, singles or in clusters, appear on luster surface prints, it is almost always discovered the prints were not kept separated during the first thirty or forty seconds in the developing bath.

Kodaloid Printing Masks

Kodaloid Printing Masks, each: With or without trimming guide:*

No.	Outside Dimensions	Size of Opening	Negatives	
1	4x5	1½x2⅜	1⅝x2½ Films	$ .10
3	4x5	2 1/16x3 1/16	2¼x3¼ Films	.10
4	4x5	2⅜x4 1/16	2½x4¼ Films	.10
5†	4x5	3⅛x3⅛	3½x3½ Films	.10
6	4x5	2 11/16x3 11/16	3¼x4¼ Films	.10
7	4x5	3 1/16x4 1/16	3¼x4¼ Plates	.10
8C	5x7	2¾x4¾	2⅞x4⅞ Films	.15
8	5x7	3⅛x5⅜	3¼x5½ Films	.15
9	5x7	3 1/16x4 1/16	4x5 Films or Pl.	.15
11	5x7	2⅞x5⅛	3¼x5½ Film Pk.	.15
12	5x7	3½x4½	4x5 Film Packs	.15
13	6½x8½	4½x6½	5x7 Film Packs	.25
14†	6½x8½	4¾x6¾	5x7 Plates	.25

*In ordering, please specify which style is wanted.

†This size supplied only without guide.

Kodaloid Printing Masks

Special for 3A Printing Frames.

Size outside 3¾x6

	Size of Opening		Size of Opening
No. 1X	1½x2⅜	No 5X	3⅛x3⅛
No. 2X	2 1/16x2 1/16	No. 6X	2 11/16x3 11/16
No. 3X	2 1/16x3 1/16	No. 7X	3 1/16x4 1/16
No. 4X	2⅜x4 1/16	No. 8X	2¾x4¾

Any size, each $ .10

Black Paper for Cutting Masks

11x14, 100 sheets $1.50

Kodaloid

No.		Approx. thickness	Per sq.ft.
1	Transparent Thin	002″	$ .25
2	Transparent Medium	003¼″	.25
3	Transparent Heavy	005½″	.30
5	Ruby and Orange extra heavy	008″	.35
6	Trans, Extra Heavy	008″	.35

Eastman Mask Charts

	Per doz.
5x 7	$ .15
8x10	.25
11x14	.45

Adjustable Print Masks

These masks will eliminate the cutting of paper masks. They are made of very thin, non-corrosive metal and are absolutely correct in alignment. Quickly adjusted from smallest to maximum opening. Excellent for printing or enlarging.

Over all size	4x 5	$ .45
Over all size	5x 7	.60
Over all size	8x10	.90
Over all size	11x14	1.05

Silk Bolting Cloth

A fine cloth for diffusing in projection printing. Furnished in two widths and in any length desired.

	Per yard	Sheets 18x20 in.
No. 1, Fine Mesh, 40 inches wide	$8.50	$2.65
No. 2, Medium mesh, 40 inches wide	7.50	2.50

On orders for less than one yard (except the 18x20 sheets) add 25c list, to cover cost of packing.

Celluloid—For Printing

The use of celluloid in printing has created interest among photographers and has met with much favor.

White celluloid ground on one side placed between negative and paper, mat side next negative, has the effect of softening down and retouching and improves the gradation of the print.

Yellow celluloid placed under the negative gives the printing quality of a Pyro negative and produces stronger prints.

Blue celluloid is for use with contrasty negatives and reduces, giving softer effects.

8x10 any color	$ .25
20x25 any color	1.00
20x50 any color	1.50

Scotch Tape

SCOTCH Photographic Tape offers these advantages:

Is absolutely opaque.

No moistening required.

Adheres instantly with positive adhesion and lies perfectly flat.

Can be used repeatedly as it is easily removed leaving no stain or residue.

It is waterproof, soft and pliable.

Will not crack.

Will not wrinkle or curl the negative.

Offers a vast improvement over old method of wetting gummed paper.

1 inch x 10 yard	$ .40
½ inch x 72 yard	.82
1 inch x 72 yard	1.33

Developing Tubes In Large Size

For the convenience of Photographers who prefer to purchase their developer in ready prepared form, we now stock M. Q. Developing Powders in a new large size. The new tubes are prepared from nationally known and advertised chemicals and are of the highest quality. The new tubes contain sufficient developing powders to make the following developers:

For developing papers ..... 24 ounces
For bromide papers ..... 30 ounces
For films or plates ..... 36 ounces

We also furnish a smaller tube to make developing solution as follows:

For contact papers ..... 8 ounces
For bromide papers ..... 10 to 12 ounces
For films or plates ..... 10 to 12 ounces

PRICES

Large tubes ..... 15 cents each
Small tubes ..... 6 cents each

Wood Tanks

Sometimes a photographer will prefer to have deep tanks made of wood, in preference to stone or steel enamel ware. The question of wood to be used is a most important one and may mean the success or failure of the tanks. What would you use?

The best wood has been found to be cypress. Have your tanks made of one inch wood, tongue and groove finish, all joints calked with white lead. Iron rods with take-up bolts on the ends, should be run through the tanks to exert in inward pressure, keeping the joints tight. Do not use nails, but use brass or monel metal screws.

Apply three coats of Probus Preservative Paint to the inside and edge of the tank. Paint the metal rods and fittings. It is not advisable to paint the outside.

You can obtain Probus Paint from Hirsch & Kaye.

Ink-Waterproof

Every so often, you have wanted a smooth flowing waterproof ink to title negatives, prints, or for print signature. That is why we are prepared to furnish Higgins Waterproof India Ink, in Black or White Color. Here is something that should be in every work room. Order a bottle of each color while you think of it.

¾ ounce bottle, black ..... 25 cents
¾ ounce bottle, white ..... 25 cents

Have You Tried This?

If you make school pictures you may have been confronted with the problem of getting individual heads of uniform size. This is not as easy as it may seem because some pupils have long foreheads, while others have shorter foreheads with rounder faces.

An excellent plan has come to our notice. Obtain a subject with what you would consider an average-sized head. Focus on this head, making the image on the ground glass the size you wish to use as standard for finished pictures. When the picture has been focused, fasten the back of camera on the track and definitely mark the position on the back with reference to the track.

Any time you wish to make additional pictures, set the back at the designated mark on the track and focus by moving the entire camera backward or forward. You will understand that it is important that you use the same lens on each of these pictures. If you wish to compensate for unusually long faces, you can make a mark possibly ⅛-inch forward for the large heads and backward for the smaller ones. This is an extreme precaution which you will hardly need to use.

ENVELOPES!

Negative Preservers

Your negatives are a big asset and are deserving of the best care you can give them. Why ruin them with scratches when negative preservers are so cheap?

We furnish three styles — glassine (transparent) and Kraft or Manila. Both are printed to conveniently record helpful information.

	Kraft or Manila Per 100	Per 1000
3¼x 4¼	$ .30	$ 2.40
3¼x 5½	.35	2.90
4 x 5	.35	2.80
4¼x 6½	.45	3.70
5 x 7	.45	3.70
5 x 8	.55	4.70
6½x 8½	.60	5.10
8 x10	.80	7.00
10 v12	1.40	12.40
11 x14	1.50	13.50
14 x17	2.80	25.20

Sample of any style envelope gladly sent on request.

Glassine Negative Preservers

Glassine Negative Preservers (Transparent)	Per 100	Per 1000
3¼x 4¼	$ .55	$ 5.25
4 x 5	.70	6.50
4¼x 6½	.75	7.00
5 x 7	.75	7.00
6½x 8½	1.00	10.00
8 x10	1.40	12.00

Open End Manila Envelopes

Inexpensive but durable, made with gummed flaps. Used for delivery of photos, for mailing (provided a cardboard stiffener is used) and frequently used for delivery of photo finishing.

	Per 100	Per 1000
5 x 7½	$ .35	$ 2.70
5½x 7½	.35	3.00
5½x 8¼	.45	3.60
6 x 9	.45	3.65
6¼x 9¼	.45	3.80
6½x10	.50	4.10
7 x10¼	.55	4.60
7½x 9½	.55	4.90
7½x10½	.55	4.70
8½x10½	.90	7.60
10½x12½	1.75	13.00
11½x14½	2.05	15.00

Open End Kraft Envelopes

A very durable paper, brown in color. More pleasing in appearance than Manila stock, and permits of more artistic appearance when printed. Gummed flaps.

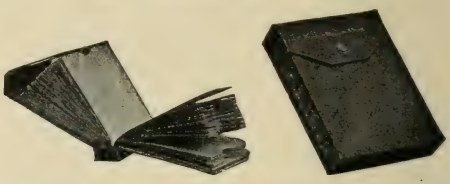
	Per 100	Per 1000
4½x 6½	$ .35	$2.90
5½x 7½	.40	3.40
5½x 8½	.45	3.70
7 x 9	.65	5.30
8½x10½	1.00	8.20

Proof Envelopes

These Proof Envelopes measure 4⅛x 6⅛ inches and are furnished in good quality Kraft or Red Mandarin stock. Both open-end and open-side styles are listed.

	Per 100	Per 1000
No. 7 O. E. Kraft	$ .40	$2.85
No. 7 O. S. Kraft	.45	3.90
No. 7 O. E. Mandarin (Red)	.45	3.90
No. 7 O. S. Mandarin (Red)	.50	4.50

Film Negative Albums



How best to preserve film negatives is a question that has been successfully answered by the introduction of Film Negative Albums. Each album contains 100 pockets, made of strong Manila paper, and consecutively numbered from 1 to 100, and an index on white paper, ruled and numbered for 100 entries. They thus provide for a perfectly safe means of keeping the negatives in such a way that the one desired can always be instantly found.

PRICES

Albums for 100 Negatives 2¼x3¼ or 2½x4¼	$1.25
Albums for 100 Negatives 3¼x4¼	1.25
Albums for 100 Negatives 3¼x5½ or 4x5	1.50
Albums for 100 Negatives 5x7	1.75

Order today from

HIRSCH & KAYE

Learn Photograph Coloring

Complete System Prepared and Written by Avenir Le Heart

Each course on coloring contains: 10 lessons, 8 photographs, 1 Color Harmony Study and 1 Certificate for Criticism. Follow the instructions and as a reward—a profitable, dignified, fascinating occupation is yours.

Portrait Coloring With Oil Colors

Complete course of practical instructions on coloring portrait photographs in standard opaque and transparent oil colors. This concise and dynamic method of lessons enables the student with no previous experience actually to color the portraits that are included in the course and then to color proficiently any portrait. It describes the method of mixing colors for various flesh tints, points combinations of background colors which harmonize with color of dresses, drapes, silks, etc. It offers in actual work with paints over photographs the range of study for the coloring of blondes, brunettes, little girl, child with flowers, boy, lady in evening gown, man, elderly lady and a combination of portrait and garden of flowers. The course has a chart of color study teaching the harmony of colors, and it includes the privilege of having your lessons criticized and corrected by the author of this course. The course is neatly bound and encased in artistic heavy portfolio.

Now $3.75 Postpaid

Commercial Coloring With Water Colors

Coloring photographs for the trade with water colors offers the commercial color artist a steady income at fair prices. Millions of commercial glosssy photographs, representing samples of manufactured goods such as lamp shades, furniture, porcelain, wearing apparel and the like are made and colored all year round. This practical course teaches the actual coloring of glossy prints, prescribes the medium and the eradicator, tells how to ferrotype coloring (add extra gloss), shows the use of opaque water colors, teaches how to hand paint greeting cards for various occasions and also the coloring of landscapes and portraits in transparent dye colors. The actual coloring by the student is made under efficiently prepared instructions over the eight attractive commercial photographs that are included in the course. It has a general color harmony study and also includes the privilege of lesson criticism by the author of this course. It is neatly bound and the entire contents are placed in an artistic heavy portfolio.

Now $3.75 Postpaid

Landscape Coloring With Oil Colors

It is a real pleasure to color landscapes. To be able to bring out the beauty of natural colors in their true brilliancy and harmonious combinations is what this course teaches. It contains 8′x10′ valuable photographic studios of Nature representing rustic scene of a forest, high mountains reflecting in the lake, an art study of "Haying Time", ocean view with distant shores, gorgeous sunset over Pacific Ocean, night scene with moonlit water and sail yacht, unique picture of an old Spanish California mission, and a beautiful view of the Grand Canyon. Every picture is of the highest qualty as well as value. Following the concise and plainly written instructions of the course the student will be able to color the above landscapes and thus learn the advanced method of coloring with opaque and transparent oil colors. Color harmony study is included in the course enabling one to learn the harmony of colors. The student is entitled, free of charge, to a correction and criticism of the lessons by the author of the course. The course is neatly arranged, bound and placed in a heavy art portfolio.

Now $3.75 Postpaid

Anticipate holiday orders for colored pictures—Enroll today through

HIRSCH & KAYE

New Fall Styles . . . Embossed Corner



THE PRINCETON

Ragstone stock—both cover and insert—Greytone only. Design in raised duo tinting—edges of insert *crushed.*

Made in all popular sizes, from 2x3 to 8x10. Prices range from $4.50 to $13.50 per 100. The 4x6 size, for instance, lists at only $6.75 per 100 and is larger than standard easels of this type.

The stocks—design and color scheme will make your medium price portrait look better value than ever.

Be sure to see it—you will especially want the smaller sizes for school work.

Sample for eight cents and we will include sample of the STADIUM, the new companion line for horizontal prints. A fine combination to feature.

SAMPLE OFFER F-201

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

I see where some photographers had a picnic at **Grass Valley.** I know a better place and that's **Alum Rock** in Santa Clara County. Then you can bring home samples for the dark room.

♣ ♣

I'll have to make up my mind where I want to go on my vacation, so I bought a book out of my carfare money, what tells all about places.

I see I'm **Likely** (Modoc) to find **Amos** (Imperial) in **Andrew's Camp** (Inyo) with **Ben Ali** (Sacramento).

♣ ♣

I think I would like to go see **Mabel** (Inyo) or **Beatrice** (Humboldt) or **Madeline** (Lassen) or **Mina** (Mendocino) but I'm told only **Angels Camp** there.

♣ ♣

Maybe I'll go to **Boyes Springs** (Sonoma) because I **Amboy** (San Bernardino).

♣ ♣

I'll use **Mobile** (Imperial) in the **Dodge** (Trinity) so I won't get **Carbon** (Shasta), because even **Fords Rest** in Santa Cruz County.

♣ ♣

I see I can go to **West Point** if I go to Calaveras County, or play on **Viola** in Shasta County.

♣ ♣

Kern County has a **Woodford,** but Alpine County has **Woodfords.**

I can go to **Town Talk** in Nevada County and hear the latest gossip.

♣ ♣

El Dorado County has a **Strawberry** but who got the razzberry?

♣ ♣

I wrote a letter to one place to ask is **Carl Inn** (Tuolomne) and they said no, **Carlsbad** in San Diego County, so maybe **Igo** (Shasta) to **Bray** (Siskiyou) in **Alto** (Marin) and make **Adin** in Modoc County.

♣ ♣

Some places **Soquel** (Santa Cruz) and others **Gypwell** (Riverside), so **Watts** (Los Angeles) the difference.

♣ ♣

Now I know what becomes of the North Star in the day time. They put it in the **North Star House** in Yuba County.

♣ ♣

Of all the places in the book the **Feather River** and **Downieville** look softest to me.

♣ ♣

And here I see the great Indian tragedy, in three acts.

Indian Springs (Nevada).
Indian Falls (Plumas).
Indian Flat (Mariposa).

♣ ♣

That's just too bad for the Indian!

—JERRY.

Grunder Studio Shutters

Shutters of this type are notable for their noiseless and dependable operation. They are particularly recommended for use in portraiture, animal photography, or in any work where absolute silence in operation is required.

The Grunder studio shutter is semi-circular in form, and it consists of two Segments of fine leather bellows which operate simultaneously on springed hinges. The opening and closing is instantaneous. The shutter is attached by two screws to the back of the lens board.

A cable release with aluminum handle operates the Grunder shutter. This affords remarkable control and speed; moreover, unlike ordinary shutters of the pneumatic type, its operation is not limited or accidental, but is entirely within the control of the operator.

3 inch opening	$ 6.50
5¼ inch opening	9.50
6¾ inch opening	11.25

←❖→

HOW ARE YOU FIXED FOR LAMPS?



Lamps for every purpose — studio, store, home or office— can be obtained from our stock.

Order your lamps from

HIRSCH & KAYE

and use your charge account.

The Chemistry of Photography

In response to a demand for a complete handbook on photo chemistry, the Mallinckrodt Chemical Works have published a book such as you have wanted. The book is written in simple language free from technical terms or equasions, and explains what every photographer should know.

When you receive your copy you will read it with interest. Then you will put the book in a handy place for future reference, for it is bound between stiff covers, intended to receive lots of usage. Metal poisoning, temperature control, purity of water and other subjects are covered in detail. Truly, a book you will want.

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←❖→

Passe-Partout Binding



This Passe-Partout Binding is guaranteed to be of the very best quality. It is made of pebbled paper, strongly gummed, and is warranted to adhere to glass and all kinds of metal. Put up in rolls, each 12 yards long and ⅞ inch wide, in the following colors: White, red, brown, olive green, black, blue, gray, gold and silver.

Price, each, except Gold and Silver	$0.15
Price, each, Gold and Silver	.25
Special prices on—	
Crimson	.10
Narrow Gold	.10
Narrow Silver	.10

Mr. Harris Tells Them

Photographers in the San Francisco Bay region had an opportunity to hear George Harris of Harris and Ewing, Washington. The occasion was a joint meeting of the photographers associations of both sides of the bay, and took place in Berkeley, July 12.

Mr. Harris took as his subject "What I would do if I came to your city to start in business." Evidently Mr. Harris had visited numerous studios on both sides of the bay before the meeting. His comment was straight forward, and while not always complimentary, was nevertheless sincere and helpful. These remarks, coming from a man whose business has run as high as 400 thousand a year and whose employes number more than a hundred, are worth more than ordinary consideration.

Mr. Harris stressed cleanliness, orderliness, and individuality in posing. He mentioned that if his camera men could not create a new pose each day, or find a pose especially suitable to each sitter, he would not continue to employ them. (Look over your samples. Are they all alike?) He also advocated direct mail advertising and mentioned that results have been obtained even as late as several years after a mailing. Approximately 75 people were present.

←❖→

Something to Think About

In England, the suggestion is made that all contact prints 2¼x3¼ and smaller be abolished and enlarged prints be produced from the small negatives. The enlargements would be somewhat standardized to 3¼x4¼ size.

A picture 3¼x4¼ will contain 75 per cent more area than 2¼x3¼ size and nearly three times the area of V. P. size. With the introduction of new cameras of Rollieflex and Kodak Pupille type, which produce more pictures per roll than numbers on the roll, the use of enlarging equipment rather than printers, becomes more universal. Modern enlarging equipment will lend itself to quantity production of standardized size enlargements.

After all, there is no reason why amateur photography should not be developed along the line of larger pictures. Far too long, have the small prints ruled the trade, and as a result, "snap shotters" have become small print conscious.

←❖→

As One Photographer Sees It

This thing called "business" is sort of an unknown quantity, and as I never studied Algebra, I am way out on a limb, so to speak. However, the front door is still open, I don't owe any stockhouse bills (except July purchases, if any) the bank doesn't seem to be worrying about the note, and I won't worry about it; the family are all well and we are not hungry, although my shoes are nearly worn through, that may be an indication that I will get on my feet before long. But I laid around home all day yesterday to rest and refresh myself, and I feel this morning that we could be a darn sight worse off, and now that Congress has adjourned and the election will soon be over, I believe that things will soon be on the up and up.

—E. M. H.

←❖→

If you keep your mind open to new ideas your mind will keep young, and if you keep your mind young your body will keep young.

←❖→

The human race is divided into two classes. Those who go ahead and do something and those who sit and ask why it wasn't done the other way.

Bargains for the Photographer

BOOKS AT BARGAIN PRICES

THE AMATEUR PHOTOGRAPHER'S LIBRARY

Bromide Printing.
Elementary Photography.
The Lantern and How to Use It.
Photography for the Press.
How to Photograph with Roll and Cut Films.
Carbon Printing.
Principles of Simple Photography.
Platinum Toning.

You may select any five books at the price of four.

List Price, $0.50; **Bargain Price, $0.25**

Bromide Printing and Enlarging.
Flashlight Portraiture.
Photography at Home.
Photography Outdoors.
Pictorial Landscape Photography.

List Price, $0.25; **Bargain Price, $0.15**

All Fve for 50 cents.

DIME SERIES

Isochromatic Photography .
Development.

List Price, $0.10; **Bargain Price, $0.05**

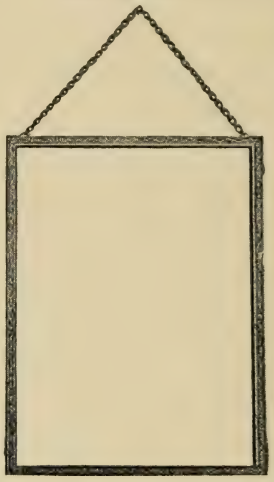
Systematic Development of X-Ray Plates and Films **$1.00**
U. S. Army X-Ray Manual **2.25**
X-Ray Technique by Hirsch **5.00**
Interpretation of Dental and Maxillary Roentgenograms **1.50**
Essentials of Medical Electricity .. **1.50**
Manual of X-Ray Technique by Christie **1.50**
Electro Radiographic Diagnosis by Raper **2.00**
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SERCHOL

A British chemical which is used like, and produces results like Metol. Here is an opportunity for economy. Order your season's requirement.

Ounce Bottle ..... **30 cents**

TRANSPARENCY FRAMES



Transparencies are decorative and offer unlimited possibilities with tones and colors. Make your positive print on a slow emulsion and back with ground glass. The prints may be toned to various shades or colored. When completed and mounted in transparency frames, you have an attractive, translucent picture. Frames are available in following sizes and designs:

4 x5 Horizontal
4 x5 Vertical
5 x8 Horizontal
5 x8 Vertical
6½x8½ Horizontal
6½x8½ Vertical
6½x8½ Zig Zag

Price ..... **15 cents** each

1 USED CARL ZEISS BINOCULAR, 7 power, in perfect condition; like new. Lists $105.00; offered for **$65.00** net, complete with case and straps.

1 B MUSLIN SIGNS—12x76 inches. Printed in three colors, to read, "Films —Developing and Printing. 24-Hour Service."

Bargain Price, each ..... 60 cents

2 B MUSLIN SIGNS—12x76 inches. Printed in three colors, to read, "Films —Developing and Printing. Daily Service."

Bargain Price, each ..... 60 cents

Bargains for the Photographer

PAKO MODEL B PRINTER with paper cabinet.
Bargain Price **$65.00**

PAKO BELT DRYER, electric-heated, fine condition.
Bargain Price **$65.00**

PAKO PRINT WASHER, large size, motor-driven.
Bargain Price **$70.00**

5x7 HARD RUBBER DEVELOPING BOX.
Bargain Price **$2.25**

8x10 HARD RUBBER DEVELOPING BOX, capacity 6 hangers.
Bargain Price **$2.25**

8x10 HARD RUBBER DEVELOPING, BOX, capacity 12 hangers.
Bargain Price **$3.00**

5x7 STEEL ENAMEL DEVELOPING BOX.
Bargain Price **$2.25**

3—8x9½x43 STONEWARE TANKS ..... **$20.00 each**

CLOVER LEAF THUMB TACKS supplied in cartons, each containing 12 boxes assorted sizes, in green and gold. Intended for picture display, we offer a real bargain at **45 cents** a carton of 12 boxes.

RUSTIC BENCH. Comfortable for one or two people.
Bargain Price **$3.00**
Are you in need of a settee for your reception room? We offer a bargain. Write for details of a real bargain.

10x14 LIGHTWEIGHT FERROTYPE. (Squeegee) plates.
Bargain Price ..... Dozen, **$1.75**

REXO COLOR FILTERS

Style A—requiring three times normal exposure.

For 1⅛ inch lenses	$0.75
" 3¼ " "	3.00
" 4 " "	3.25
" 4½ " "	3.50

Style B—for Panchromatic emulsions. Requires eight times normal exposure.

For 1⅛ inch lenses	$0.90
" 1 5/16 " "	1.00
" 1 7/16 " "	1.00
" 1½ " "	1.75
" 2 " "	2.00
" 2¼ " "	2.00
" 2¾ " "	2.50
" 3¼ " "	3.25
" 3½ " "	4.00
" 4 " "	4.50

Style C—especially effective in the absorption of green, blue and violet rays. A sixteen times filter for orthochromatic emulsions.

For 1⅛ inch lenses	$0.90
" 1 5/16 " "	1.00
" 1 7/16 " "	1.00
" 4 " "	4.50

PHOTOMAILERS

Notice These Reduced Prices

234— 5½x11¼, per 100	$ .75
240— 6½x15¼, " "	.75
246— 7½x15¼, " "	.75
160—12 x18, " "	3.25
162—13¼x17½, " "	3.75

BACKGROUNDS 8x8 with 7-foot floor extension. Assorted designs. Write for photos.
Each **$12.50**

Bargains for the Photographer

7 D HANGING CARDS—5x17 inches. Printed in three colors to read —"Films."

Bargain Price, each ..... **20 cents**

3 B SIDE PIECES—28x28 inches. Made of 24 ply mat board. Printed and decorated in four colors with words—"Snap Another Picture."

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ALUMINUM SCOOPS

These useful accessories are actually necessary to anyone who handles any quantity of the bulky sodas such as Sulphite, Carbonate and Hypo. Well made with handle for convenient use.

12-ounce size **$0.95**

8-ounce size **0.75**

STUDIO PRINTER with plate glass top, 12x12. This is a home-made printer but was made by cabinet maker and is well made and businesslike in appearance. Illumination furnished by eight globes, each one mounted on a socket that can be moved in any direction, including up and down. One of the most practical printers we have seen in many a day.

Bargain Price **$57.50**

8x10 ANSCO PRINTER.

Bargain Price **$32.50**

USED PAKO JUNIOR PRINTER **$32.50**

12 inch F4.5 VELOSTIGMAT LENS, in barrel.

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HALLDORSAN HOME PORTRAIT ARC LAMP. Portable and operates on any 110 volt circuit.

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NEWCO FLASH POWDER

SLOW—A slow burning powder for commercial work, where extreme detail is wanted.

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BAG—For banquets and groups, made with flash bag or cabinets (not pan). Quite noiseless.

SPECIAL FAST—To be used in open pan only, to stop action.

Newco Flash Powder, 2 oz. **$0.75**

DREMO EXPOSURE METER

This is a vest pocket precision exposure meter, which gives you a direct view of the object at which you look. This view is automatically excluded as you take the exposure reading. A really practical exposure meter.

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12x20 BANQUET CAMERA with two film holders and case.

Bargain Price **$75.00**

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HOME PORTRAIT REFLECTOR AND STAND.

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TROUGH SHAPED REFLECTOR with 8 blue globes. Excellent overhead light in your camera room.

Bargain Price **$5.00**



OVER YOUR HURDLES

THOSE seemingly insurmountable obstacles, which normally cause failure, are successfully overcome by the photographer who uses Wratten Hypersensitive Panchromatic Plates. Double the speed of ordinary fast plates in daylight, their extreme color sensitivity materially increases their relative speed in the yellow light of dusk or when artificial light is employed.

For press, sports, night photography, or for difficult commercial subjects, the Wratten Hypersensitive Panchromatic will take you over your highest hurdles—will produce the finest possible results.

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FOUR new grades of Vitava Athena, G, H, P, and Q, coated on a heavier and finer quality of paper stock—a new development of the paper making art—now enable the photographer to set a new standard of print quality. A fine portrait paper has been vastly improved.

Similar grades of Vitava Opal so closely parallel these Athena grades that contact samples may be matched, both in texture and quality, by sample enlargements. Show both—cover the entire range of sales possibilities.

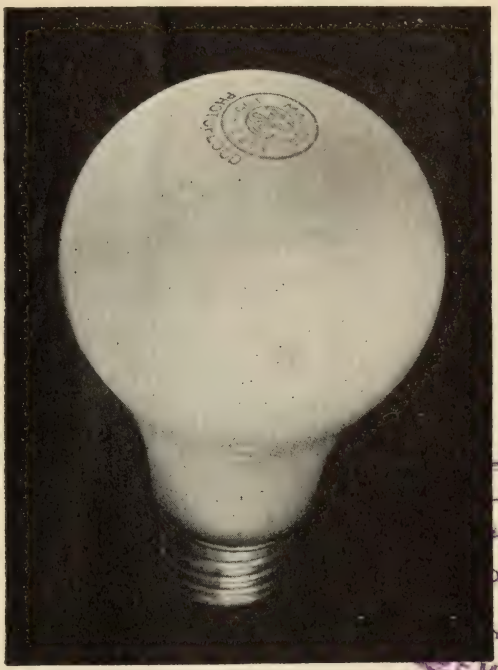
EASTMAN KODAK COMPANY Rochester, N. Y.

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. VIII SEPTEMBER, 1932 No. 9



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No larger than an ordinary 60-watt bulb, the PHOTOFLOOD BULB will produce a light equal to 700 to 1000 watts, depending on your reflector.

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DEFENDER FILM PORTRAIT

A modern portrait film for the modern portrait studio

Gives a distinctive quality of negative which invariably finds favor with the discriminating portrait man.

A long and crisply brilliant scale, freedom from halation, exceptional clarity of coating and base and remarkable fineness of grain, assures that the print will do justice to the negative.

Defender Portrait Film Speed—the flashing speed of the orthochromatic type of sensitivity—is keyed to modern lighting and meets every portrait need.

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Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. VIII. SEPTEMBER, 1932 No. 9



INTRODUCING—
FRANK H. BECK

The life story of Frank H. Beck is associated with the conquest of the West. He was born during Civil War days in a little town near St. Louis, Mo. In 1882 he was an apprentice in the J. C. Strauss Studio, St. Louis, but like other youngsters of the time, the West called him.

He went to Dodge City, Kansas, at that time a wild cattle town, where he obtained employment in a tintype gallery. In Dodge City, it was no crime to shoot a photographer (or anyone else) who displeased, and the owner was quite willing to let the young man meet the "public". In a few days, young Beck decided the climate was too warm for him, and came further west, to the Schumacher Studio in Los Angeles.

Next year he was back in Missouri, purchased an outfit, and moved on to Eureka Springs, Ark. But here a novel situation came to light. There was a scarcity of negotiable money and coon skins and other commodities were used. The city Marshal was a photographer, so the outfit was sold to him.

Then he came to San Francisco, where he was successively employed in the Elite, Thors, Morse, Morceau and other studios of before the fire fame.

During the World's Fair, we find him in Chicago, where his pictures won him the first prize. At about the same time he won first prize at the P. A. of A. Chatauqua Convention in 1894. He came to Fresno in 1896, where he now has his studio in his own building at 1216 Blackstone Avenue.

We are made for co-operation, like feet, like hands, like eyelids, like the rows of the upper and lower teeth. To act against one another then is contrary to Nature, and it is acting against one another to be vexed and turn away.

—Marcus Aurelius.

The country life is to be preferred, for there we see the works of God; but in cities, little else but the works of men; and the one makes a better subject for our contemplation than the other. . . . The country is both the philosopher's garden and library, in which he reads and contemplates the power, wisdom, and goodness of God.

—William Penn.



I congratulate poor young men upon being born to that ancient and honorable degree which renders it necessary that they should devote themselves to hard work.

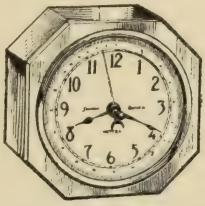
—Andrew Carnegie.



Forty is the old age of youth; fifty is the youth of old age.

—Victor Hugo.

Electric Interval Timer



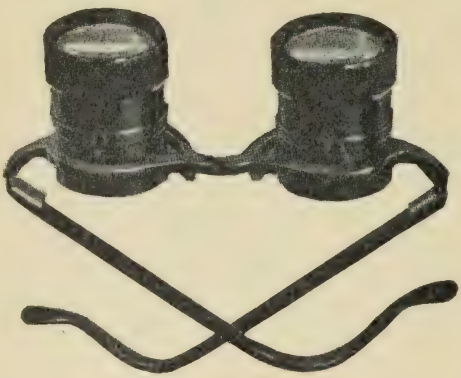
Now we offer a practical interval timer, operated by 110 volt circuit. The Sunbeam Notifier is a real clock, guaranteed against defect for one year and made by a firm that makes a number of devices, some of them used on your automobile. The operation of the interval designator does not in any way interfere with the use of the clock as a regular clock.

The clock is octagon in design, 5½ inches in diameter, with 4-inch dial. A gilt sweep hand, (not shown in the illustration) can be used as a visible split second counter. The interval pointer can be set for any time from one minute to three hours. To set, merely press in button in center of dial, turn indicator to left to the desired time. When the time is up, the hand will be back to zero and the buzzer warns you. It buzzes till you press the center button again.

The Sunbeam Notifier can be set on a table, or hung by straps provided. Made in four colors, green, white, black and ivory.

Price $8.75

Sportocular



A practical lightweight glass for the theatre, indoor or outdoor sports. You focus them as you would ordinary opera or field glasses and wear them as you would a pair of eye glasses. Can be worn over average spectacles. A really efficient all-purpose glass. Supplied with leather case. An excellent gift for anyone.

Sportocular $15.00

Fine Ground Glass

Extra Quality, Satin Finish

4 x 5	$0.15
5 x 7	.20
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6½ x 8½	.25
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11 x 14	.75
14 x 17	1.50
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Special sizes cut to order

Flashed Opal Glass

A first quality flashed glass for use as diffusing screens. Just the right quality to afford even diffusing.

7 x 7	$0.65
8 x 10	.75
10 x 10	.90
10 x 12	.90
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14 x 14	2.00
14 x 17	2.25
20 x 24	7.00

Special sizes cut to order

The American Annual of Photography, 1933

The contents of next year's Annual may be tentatively listed as follows, subject to additions or deletions as necessitated by available space:

COMPOSITION IN PHOTOGRAPHY ..... F. Dwight Kirsch
THE MINIATURE CAMERA ..... H. Crowell Pepper
CHARACTER MAKE-UP FOR THE AMATEUR ..... Kenneth F. Space
LIGHT AND ITS APPLICATION TO THE CINE ART ..... George W. Hesse
PHOTOGRAPHY IN MODERN ADVERTISING ..... I. Carroll Tobias
MAKING GOOD COPIES ..... W. F. Thode
INDIVIDUALITY IN PICTORIAL EXPRESSION ..... William Steeple Davis
ORTHOCHROMATISM IN PRACTICE ..... C. W. Gibbs
INCREASING THE EFFICIENCY OF THE LOW-PRICED ENLARGER ..... Dale E. Wilder
A PORTABLE CABINET FOR PHOTOFLOOD LAMPS ..... David J. Martin
WIRING FOR CONVENIENCE ..... L. D. Youmans
THE MAIN PICTORIAL SECTION consists of ninety-six full-page illustrations
OUR ILLUSTRATIONS ..... Frank R. Fraprie
PERSPECTIVE ..... Victor B. Gage
MAKING CAVE MOVIES ..... Russell T. Neville
SOME NEW DEVELOPMENTS IN THE AMATEUR CINE FIELD ..... R. Fawn Mitchell
THE MENTAL HYGIENE OF AMATEUR PHOTOGRAPHY ..... Miles J. Breuer, M. D.
AMATEUR STUDIO PORTRAITURE ..... Harrison MacDonald
CINE TITLES ..... C. W. Gibbs
HELP WITH YOUR CINE FILMS ..... C. W. Gibbs
MAKING KODACOLOR TITLES ..... Dr. Nathan T. Beers
PRESS PHOTOGRAPHY PAYS THE PIPER ..... H. Rossiter Snyder
PROPAGANDA PICTURES IN THE PRESS ..... Robert R. Miller
THE GROWTH OF THE "CLOTH-BACKING IDEA" IN MODERN PHOTOGRAPHY ..... H. K. White
HOW TO ORGANIZE A SALON ..... Frank R. Fraprie
CONVERSATION IN A CAMERA CLUBROOM ..... Carroll Frey
AN INTRODUCTION TO MINIATURE CAMERA WORK ..... Karl A. Barleben, Jr.
PHOTOGRAPHING NIGHT'S MARVELS ..... Latimer J. Wilson
SIXTEEN-MILLIMETER MOVIES IN MEDICINE ..... Louis Miller Bailey
PHOTO-INVITATIONS ..... Arthur Palme
ORIGINALITY ..... Arthur E. Gleed
SNAPSHOTS INDOORS ..... H. Crowell Pepper
FINGER-TIP INFORMATION ..... Mitchell W. Allen
THE LESSONS LEARNED IN TWENTY YEARS OF AMATEUR PHOTOGRAPHY ..... D. A. Caldwell
WHAT THE MOVIE FIELD TAKES IN ..... Chester F. Stiles
DEPTH OF FIELD IN PHOTOGRAPHY ..... A. D. DuBois
WHO'S WHO IN PICTORIAL PHOTOGRAPHY
The addresses of more than a thousand leading pictorial photographers throughout the world with their exhibition standing for the past five years
AMERICAN PHOTOGRAPHIC SOCIETIES, AMATEUR AND PROFESSIONAL
FORMULARY—Covering the principal processes of photography and useful tables.

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*Packed in cartons containing fifty.

The New
INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions.

For panchromatic the ratio of Mazda wattage to mercury is two to one.

Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.
SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE



Veribest Overflow Stopple

This accessory instantly and conveniently converts any sink, tub, basin, or other fixture into a wash tray of large dimensions, with running water.

Price $1.00

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Producer of
Fine Crayons - Water Colors - Pastels
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STUDIO FOR SALE

One of oldest studios in Santa Cruz County. Rent $50.00, includes heat, water and janitor service.

Cameras and lenses are modern and of high grade. Price includes big stock of frames.

This offer justifies your investigation.

BOX 2280 "THE FOCUS"

GROUND GLASS SUBSTITUTE

(Hance's)

Hance's Ground Glass Substitute, when flowed over plain glass produces a surface in every way equal to the finest ground glass. The grain is extremely fine and the result is a perfect matt surface. This solution is used by the leading professional photographers and photo-engravers throughout the country.

Price, 4-ounce bottle $0.50

FILTER PAPER

(French Round)

Filter paper allows only the pure liquid to pass through, straining thoroughly, whatever may be desired.

8-inch diameter	per package,	$0.65
10-inch diameter	per package,	0.80
13-inch diameter	per package,	1.00
15-inch diameter	per package,	1.50
18-inch diameter	per package,	1.65
20-inch diameter	per package,	2.45

"VIRIDA" PAPERS

For making safelights for development of Autochrome plates, or for green or yellow darkroom safelights.

Size	Set of 10 Sheets 5 green and 5 yellow	Set of 2 cover glasses
5x 7	$0.50	$0.10
7x10	1.00	.20
10x12	1.50	.50
16x20	3.00	

BLACK MATT VARNISH

This is an optical black varnish for coating the inside of cameras, plate holders, lens tubes or any place where light should not be reflected. It dries quickly to a perfect dull, smooth, ebony black finish that will not rub off. When applied to a smooth surface of metal or wood and allowed to dry and afterward rubbed with a cloth and bee's wax, a beautiful finish is obtained—suitable for picture frames, etc.

It is ever ready and should be on hand at all times.

Price, per bottle $0.55



One of the most famous dog pictures in existence made with a Graflex by H. Armstrong Roberts

THE

GRAFLEX CAMERA

embodies the three photographic principles important to good pictures

Simplicity of Operation. Press a catch and the hood opens to view the reflecting mirror. Turn the focusing knob, and the image appears before your eyes. Then a slight turn forward or back composes your subject, sharply, distinctly—or keeps a moving object in perfect focus.

Certainty of Focus. The focusing hood and reflecting mirror of the Graflex eliminate guesswork in focusing. You see on the ground glass an image of the subject, right side up, big as the film, until the instant of exposure.

Versatility. The focal plane shutter offers a wide range of shutter speeds—a slow 1/5,—time,—and from 1/10 to 1/1000—truly a speed for every need—subjects in action, portraits, scenics, travel pictures, wild animal life, the beauties of nature. The Anastigmat lens makes fully exposed negatives possible under difficult lighting conditions.

Revolving Back
GRAFLEX
Series B

This Graflex offers many features, plus a revolving back. The revolving back simplifies the expedient of photographing a tall subject with the long way of the film placed upright. Instead of turning the camera, turn only its back and, as usual, look downward into the hood. So many pictures are properly verticals that this convenience is a valuable advantage.

Experts fit a Kodak Anastigmat *f*.4.5 into each Series B Graflex: an assurance of proper teamwork on the picture-making job.

The Revolving Back which brings the long dimension into vertical position for all pictures, is light-tight in any position. It, too, has an ingenious and simple operation.

Removing complication, avoiding hazards of guesswork and providing safeguards against the chances of error—the major accomplishments of the Graflex have brought wide public acceptance of this camera.

Its distinctive form, and the large number in successful use have made it recognized throughout the world as the camera most to be relied upon for the making of *better pictures* under varying conditions of good and bad weather.

The Graflex is certain in its operation and certain to make *better pictures*.

2¼ x 3¼—Dimensions, 6 x 4½ x 6¼. Weight, 4 lbs. Focal length of lens, 5½ in. Closest working distance, 22½ in.

3¼ x 4¼—Dimensions, 6¾ x 5½ x 6⅞. Weight, 5½ lbs. Focal length of lens, 6⅜ in. Closest working distance, 24 in.

4 x 5—Dimensions, 8⅜ x 6⅜ x 7⅞. Weight, 7¾ lbs. Focal length of lens, 7½ in. Closest working distance, 27½ in.

PRICES

Revolving Back Graflex, *Series B*, with Film Pack Adapter and Kodak Anastigmat Lens *f*.4.5	2¼ x 3¼ (5½″) $85.00		3¼ x 4¼ (6⅜″) $100.00		4 x 5 (7½″) $120.00	
Graflex Roll Holder	No. 50	12.50	No. 51	12.50	No. 53	13.50
Graflex Cut Film Holder		2.50		2.75		3.00
Graflex Cut Film Magazine		13.00		14.50		15.50
Graflex Film Pack Adapter		5.50		5.50		6.50
Graflex Plate Holder		2.50		2.75		3.00
Graflex Plate Magazine		13.00		14.50		15.50
Kodak Pictorial Diffusion Disk	No. 31	5.00	No. 32	5.00	No. 33	5.00
Ground Glass Focusing Panel to interchange with holder		4.50		5.50		6.00
Sole Leather Carrying Case		9.00		12.00		15.00
Graflex Roll Holder Film, 6 Exposures	No. 150	.25	No. 151	.45	No. 153	.55

Graflex Cameras can be purchased from

HIRSCH & KAYE

on terms of monthly payment.

PROBUS PRINT LUSTRE



Adds brilliancy and depth to the shadows, and gives a lustrous finish to all grades of Artura, Vitava, Cyko, Defender and other developing papers, or Bromide prints. It helps detail wonderfully and is especially effective on sepia-toned or redeveloped papers. Invaluable for cleaning soiled photographs or renovating old prints for copying. Unequalled as a negative varnish and retouching medium. Once used PROBUS PRINT LUSTRE will be found indispensable.

●

PROBUS PRINT LUSTRE
is used with excellent results as a color medium.

●

Half pint tin 65 cents

Order a supply today from HIRSCH & KAYE

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



3 SIZES
10, 17 & 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by

HIRSCH & KAYE

AN ALL-PURPOSE LENS



Hon. Charles Dawes.
Photo by Harris & Ewing with a Wollensak lens.

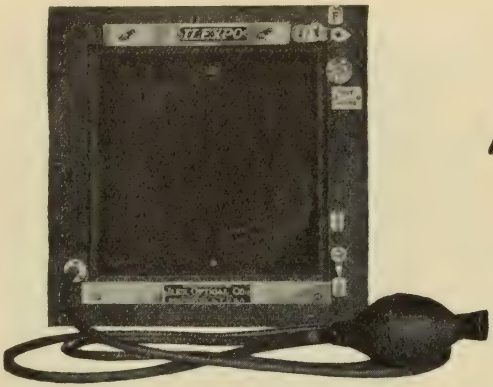
WOLLENSAK
Series II, Velostigmat f 4.5

Portrait artists, commercial men and press photographers favor the Wollensak Velostigmat, Series II, because of its wide range of usefulness.

Compactness for home portraiture. Flat field for photographing groups. Speed for action snaps. And so fine optically that copies and enlargements made through it are exceptionally satisfying.

Learn more about this surprisingly versatile lens. Write today for free trial offer.

WOLLENSAK OPTICAL CO.
ROCHESTER, NEW YORK



NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

Prices with Fast Speed

9x 9	$30.00
10x10	32.00

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

IT'S LIKE THIS . . . . . .

Never, we believe, have finer emulsions been offered to portrait and commercial photographers than HAMMER is producing today. Desirable speeds with strength and at same time softness, with the transparency necessary in producing finest print quality. There are non-color sensitive and color sensitive emulsions, suited to the diversified demands made by studio clients. You will be pleased with results when Hammer emulsions are used in the negative work.

A PORTFOLIO of PRINTS will be mailed free.
Send name and address.



HAMMER DRY PLATE CO.

159 West 22nd St.
NEW YORK CITY

3547 Ohio Avenue
ST. LOUIS, MISSOURI

GLYCIN OR GLYCOCOLL

Notwithstanding the wide assortment of words used to designate various chemicals, confusion evidently exists with reference to a chemical known as Glycin. In the treatment of progressive muscular dystrophy, doctors have suggested a chemical they designate as Glycine. This has resulted in an unfortunate occurrence in which a patient took photographic Glycin internally, believing it to be the same preparation his doctor had prescribed. Photographic developer known as Glycin is really parahydroxy - phenylamino - acetic acid and is distinctly poisonous when taken internally. The other chemical is also known as Glycocoll and is quite distinct from the Glycin with which photographers are most familiar.

←⁂→

The woman who takes in boarders to keep the family going nearly always has a husband who can tell all the successful men of the town how to run their businesses, but never has earned twenty a week himself in his life.

←⁂→

To Remove Scratches From Negatives When Retouching

Sometimes as the result of careless handling or accident, a negative will become scratched. To remove the scratch, first apply the regular retouching material. Rub it down with the finger or a bit of white muslin over the edge of your finger. If it is a surface scratch, the retouching material will almost obliterate the mark, but if the scratch is through the emulsion, the retouching material will help to fill it up, which you can do with a sharply pointed pencil of relatively soft grade.

SUNK OR PLATE-MARKED BORDERS

As the holiday season approaches, you no doubt plan something in the way of novelty effects. Plate-marked borders add an individual touch to your pictures, and are easily obtained.

Cut a piece of print paper which has been thoroughly fixed in hypo and well washed to the size you want the plate-marked border to be. Lay this on the glass of your printing machine with the light turned on, and place the print you wish to plate-mark over this, face down, being careful to center it properly over the first sheet. To emboss your print, that is to raise the paper a little all around, the picture (which is known as plate-marking) run a toothbrush handle or some similar tool, around the edge of the under sheet, pressing the print down firmly on the under sheet meantime. You had better use a flatiron or some heavy weight to hold the print down firmly while doing the plate-marking.

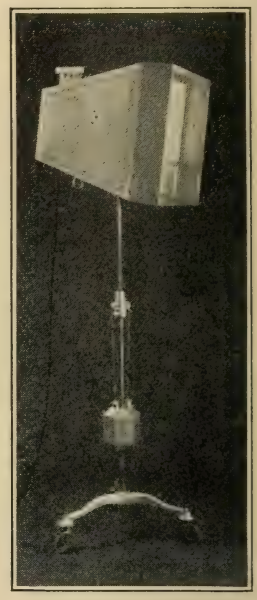
You may use the toothbrush handle as suggested, but it will be more satisfactory to use a tool like the Eastman Print Embosser, illustrated on Page 19 of the August "Focus." Everyone should have one.

←⁂→

The man who makes it the habit of his life to go to bed at nine o'clock, usually gets rich and is always reliable. Of course, going to bed does not make him rich—I merely mean that such a man will in all probability be up early in the morning and do a big day's work, so his weary bones put him to bed early. Rogues do their work at night. Honest men work by day. It's all a matter of habit, and good habits in America make any man rich. Wealth is largely a result of habit.

—*John Jacob Astor.*

Beattie MINI-PAN Light

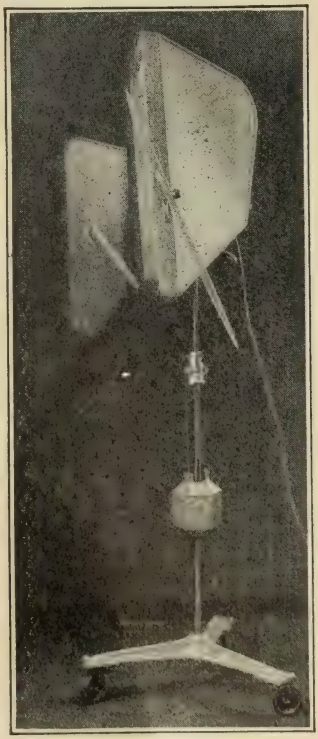


Built especially to work with the new fast panchromatic film, the Mini-Pan, is the smaller of two new Pan Lites. With the Mini-Pan the photographer can make better lightings, in less time, with less effort and at less cost. Proofs smooth and salable, without retouching. The light may be subdued on the less essential parts of the composition in two or three motions of the lamphead and in a few seconds. This remarkable Lite works perfectly for heads, three quarter figures, children, small groups, home portraiture and commercial purposes. In the more complicated two and three source lightings one or two Beattie Brite Lites may be found desirable.

Used with one 1500 watt lamp this Lite produces an evenly diffused light of sufficient power for snapshots on superspeed, or 1/25 of second exposures on fast pan film.

Head lifts off for portability. *Finished* in baked-on aluminum enamel, gold striped with brass and nickel fittings.

Price, complete, less lamp, $125.00



MAXI-PAN

(patents pending)

With this new Lite, designed especially for use with Super-Sensitive Pan Film, exposures may be made up to the 50th part of a second. The lighting and screening of the subject is controlled directly from the lamp. "Spotty composition," or the lack of a center of interest in portraiture, due to over-lighting of the non-essentials, may be easily avoided—without loss of time—through the use of the screens and deflectors with which this unique Lite is equipped. Price complete, less lamps, $160.00.

Complete instructions with diagrams are furnished with every Beattie Lite.

Beattie Lamps are sold on terms of monthly payments by

HIRSCH & KAYE

DIRECT POSITIVE CAMERAS

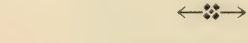
There appears to be some interest in cameras which will produce small popular size pictures without the need of a negative. We are prepared to furnish a direct positive camera which will make individual pictures in size 1½x2 inches. The sensitized paper is supplied in rolls of 250 feet which are placed in a magazine on top of the camera. Cameras are available in two models, fully automatic and manual.

The operation of the camera is quite simple. The fully automatic model is equipped with electric motor and is provided with a coin slot. The camera is set up in a rigid position and at a given distance a posing chair is firmly attached to the floor. Suitable lights are installed and connected with the camera so that when a person drops a ten cent piece into the slot, the lights are turned on and the mechanism of the camera is started. Within thirty seconds four poses have been photographed. It is assumed that the subject will have had ample time within these thirty seconds to place himself in the position in which he desires to be photographed. A piece of unexposed paper is automatically placed in position after each exposure, and when the lights are out and the machine is stopped, it is only necessary for an attendant to remove the strip containing four exposures, and develop and reverse the pictures in a simple solution.

In the non-automatic or manual type, the operator takes care of the lights and makes the exposure by releasing the shutter at any time he chooses. A turn of the crank brings fresh, unexposed paper into position, and after the fourth picture, a downward movement of a convenient lever cuts off the necessary length of exposed paper, which is then removed and quickly finished in the simple solution. Each camera is equipped with an F4.5 Steinheil lens and Ilex shutter. Construction is exceedingly rigid and sturdy, and the cameras require practically no maintainance. The fully automatic type complete, but without lighting equipment is offered for $350.00. The non-automatic type which will probably be the most popular is available for $175.00.



It takes a great deal of boldness, mixed with a vast deal of caution, to acquire a great fortune; but then it takes ten times as much wit to keep it after you have got it as it took to make it.—*Mayer A. Rothschild.*



For Metol Poisoning

In response to several requests for this information, we are glad to publish a formula which has been used with success to cure Metol poisoning. Here is the prescription:

Syrup Ferri-iodide, 6 drams
Syrup Sarsaparilla, 2 ounces

One tablespoonful to be taken after each meal.

We suggest also that the eruptions on the skin be bound with cloths freely saturated with Resinol and that the following skin food be applied at night when retiring:

Aristol, ½ dram
Sterilized olive oil, 2 drams
Vaseline, 2 ounces.

New Miniature Frames



No. 924
GOLD
Convex glass.
With velvet sliding back.

Size	Price
3¼x4¼	$1.80



No. 922
GOLD
Convex glass.
With velvet sliding back.

Size	Price
3¼x4¼	$2.00



No. 925
GOLD
Convex glass.
With velvet sliding back.

Size	Price
3¼x4¼	$1.80



No. 920
GOLD
Convex glass.
With velvet sliding back.

Size	Price
3¼x4¼	$1.80

Order Today from HIRSCH &

New Wood Frames



No. 1810
PLATINUM
With sliding suede back.

Size	Price
7x9⅜	$1.80



No. 1815
PLATINUM
With sliding suede back.

Size	Price
7x9⅜	$1.80



No. 1814
PLATINUM
With sliding suede back.

Size	Price
7x9⅜	$1.80



No. 228
PLATINUM

Size	Price
7x9⅜	$1.80

Your Usual Discount Applies.







Our Salesmen Tell Us

Mr. G. C. Courtney of San Diego paid us a visit while passing through San Francisco. A pleasant vacation spent on his mother's ranch in the Placerville country will no doubt prove its value during the coming holiday season. As usual, Billy Wolff was visiting the Courtney Studio in San Diego while Mr. Courtney was here.

♠ ♠

Lawrence F. Terkelson, former San Francisco photographer, dropped in for a visit recently. His ruddy, cheerful appearance is accounted for by a summer spent in Northern California on a highway project. Mr. Terkelson's contribution, according to his statement, consisted principally of heavy looking on while enjoying California sunshine and the great outdoors.

♠ ♠

Maurice Kach, Grass Valley photographer, called on us while he attended the American Legion Convention in Oakland. Mr. Kach is quite active in the affairs of the Legion.

♠ ♠

The **Dempster Film Service,** Sacramento, is now located at 1511 16th Street, having moved to a new location.

♠ ♠

Oscar Swanlund, Swanlund's Photo Studio, Eureka, was guest speaker at the Lions Club meeting of that city on the evening of July 19. After an interesting talk on photography, he took the members to his studio and demonstrated the making of photographs.

♠ ♠



We were glad to see **Abner Mills** again on duty at the Mills Studio in Sacramento. Mr. Mills was ill for many months but his health is steadily coming back.

♠ ♠

Lee L. Stopple, owner of Standard Photoprint Company, has moved to 642 Russ Building, San Francisco. His announcement was cleverly handled, and mentioned that 15 years ago he was located in the original 3-story Russ Building on the same site as the present skyscraper.

♠ ♠

We welcome **Mr. Frank J. Fugent** as the new Taprell-Loomis representative. Mr. Fugent is likely to call on many "Focus" readers, with his new fall line.

♠ ♠

Miss Marjory Bridge, Berkeley photographer, has returned to her studio after a 7-month sojourn in New York City, where she studied under Mr. Rabinovitch. She returned from New York by airplane and reported a delightful and rapid voyage.

Our Salesmen Tell Us

Leonard Cordini, our efficient shipping clerk, has been honored by promotion to First Sergeant in the 40th Signal Company, of which he is a member. This organization has always been one of the crack units of the California National Guard, and we can now expect the shipping room to function in a snappy, military manner.

♣ ♣

The studios of **Miss Kelly** and **Miss Wilson** in Palo Alto have been merged. Both photographers are well known in the Santa Clara Valley where they have been successfully engaged in portraiture for some time.

♣ ♣

Believe it or not, there are people that believe that Teddy is again running for President.

♣ ♣

Recently we were privileged to see a display of attractive pictures made by **L. C. Beringer,** San Francisco, to advertise the products of one of the oil companies.

♣ ♣

Hyland & Peterson have purchased the Gainsborough Studio in Tulare, formerly owned by Norman Cooke, who is reported enroute to Australia. The new owners have operated studios in Modesto and Oxnard.

♣ ♣

When **Leo** and **Alex Shoob** left Modesto to study in European universities, they found it necessary to master new languages. Right now, preparatory to entrance of the University of Naples, Italy, they are studying Italian. Inasmuch as they plan to study in other countries, it looks as though the Shoob Studio in Modesto will some day be able to greet customers and solicit their orders in their own language.

The **Western Photo Company,** San Francisco, has moved from 47 Kearny Street to 739 Market Street.

♣ ♣

Miss Charlotte Knudsen has opened her new studio at 1209 Burlingame Avenue, Burlingame. Miss Knudsen has been in Burlingame for some time where she has produced many distinctive and artistic pictures.

♣ ♣

P. E. Brooks announces the removal of the Photo Craft Studio to 1005 Market Street, San Francisco, where he is prepared to handle commercial and portrait orders.

♣ ♣

Dr. A. Arkatov announces the opening of his new studio at 577 Geary Street, San Francisco. Dr. Arkatov had been located in the St. Francis Hotel for some time.

♣ ♣

San Francisco photographers will recall **William Bonnerud** who formerly operated postcard studios in this city. He now has a Kodak shop at Laguna Beach, Orange Co., where he and his wife raise canaries and love-birds for sale when the photographic business is quiet.

♣ ♣

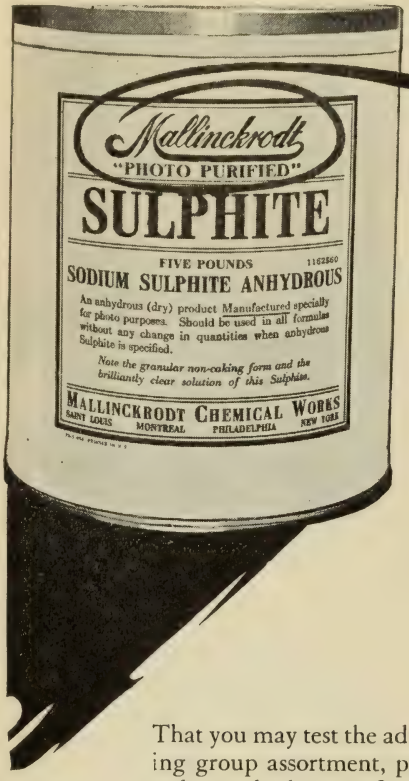
Mrs. H. A. Parker of Pasadena spent a month at Hermosa Beach.

♣ ♣

The **Robert Bordeaux** Studio in Santa Barbara has been closed.

♣ ♣

The **Gledhills** of Santa Barbara are justly proud of their son, Keith, who is now the world's champion tennis player in doubles.



The Word to Emphasize

When ordering photo sulphite, as in the case of other photographic chemicals, there are reasons why it is advisable to specify MALLINCKRODT'S Photo Sulphite.

1. It is free pouring. No caking.
2. It is easy to weigh accurately.
3. It makes crystal-clear solutions.

It is also one of the co-ordinated line where each chemical works in perfect harmony with the rest.

That you may test the advantages of this co-ordination, we offer the following group assortment, postpaid to your studio, for $2.00. Send this trial order to the home office in St. Louis.

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

Mallinckrodt

Second and Mallinckrodt Sts.
ST. LOUIS, MO.

CHICAGO PHILADELPHIA
TORONTO MONTREAL NEW YORK

CHEMISTRY OF PHOTOGRAPHY

Now Available
In Stiff Cloth Binding

At the suggestion of our friends we published this 93 page reference book in a form that will stand wear from much use.

It contains a complete explanation of the chemistry involved in developing, fixing, toning, intensification, reduction; also many manufacturers' formulas; tips on photographic problems and a complete index for easy reference.

Copies can be obtained from your regular dealer or direct from us for 50c each.

CHRISTMAS BUSINESS

Right now is the time for you to be thinking about how you can increase your Christmas business, in a year when unusual increases in any line of business are not generally to be expected. This year, more than ever, business will come to the photographer who makes a real effort to go out after it.

How about a mailing list? Why not suggest to those who are your customers and those who are not, that they come in some time during October and have their photographs made for Christmas? Remind them of the satisfaction of having their Christmas shopping done early. If you use the newspapers for advertising, the columns are less crowded now than they will be at holiday time and your ad will command more attention.

The International Association advises that prices not be cut during the holidays, and this is sound advice. Instead of lowering your prices, talk quality. When people are buying anything for a gift, they naturally want it to be as fine as they can possibly afford. This applies to photographs as well as anything else.

Be sure you have plenty of quality materials on hand for your Christmas business. Hirsch & Kaye are all ready to take care of your needs. But don't wait until the last minute. How about a good stock of mounts? Plenty of photo-mailers? Check up now and be prepared. Postage free order cards sent on request.

Now Ready: The Sharman Tripod

The Sharman Tripod, product of months of study and research, is now available in our stock. This unique tripod is made by a man who has used tripods and knows what is expected of them. The legs, for instance, are each equipped with a single die-cast aluminum knob, which is located at the top of the movable section of the leg. This feature makes it unnecessary to stoop over when adjusting the tripod; moreover, only one hand is necessary for the operation, which leaves the other hand free to hold the head of the tripod.

Another desirable feature is a small screw, located at the top of each leg, which by pressing against the head prevents the tripod from spreading past a certain point. This prevents the tripod from being upset, and avoids the use of chains, or cords attached to the legs. The tips of the legs are of a special canvas-rubber construction, similar to the tread of a tire. These hold well on surfaces of almost any kind.

The tripod is priced modestly for $8.50. It is designed to fit any make of pan and tilt head, or any still camera. The accessory may be seen and inspected at Hirsch & Kaye, 239 Grant Avenue, San Francisco.

NEW GEVAERT CATALOG

The summer issue of the Gevaert Sensitizer was prepared in catalog form. We are therefore glad to announce that we can furnish a modern list or catalog of the numerous Gevaert products such as plates, film and paper. If you desire a copy write to us, and we will be glad to send a booklet that will give you much detailed information.

NOVABROM

FOR CONSISTENT QUALITY IN YOUR REGULAR ENLARGING

#1—White Smooth Matte—K1
#3—White Smooth Semi-Matte—K3
#10—White Glossy—K10

in

Normal — Vigorous — Extra Vigorous and Soft in #10

FOR DISTINCTION IN YOUR DeLUXE ENLARGING and OTHER SPECIAL WORK

K2
WHITE ROUGH MATTE
K15
BUFF COARSE MATTE
K17, WHITE — BUFF, K18
COARSE LUSTRE
K32, WHITE — BUFF, K33
PLATINO GRAVURE
K39, WHITE — BUFF, K40
COARSE GRAIN LUSTRE

in

Normal — Extra Vigorous

["K" indicates Double Weight]

WHATEVER YOUR ENLARGING REQUIREMENTS, THERE ARE NOVABROM SURFACES AND CONTRASTS TO MEET THEM

Gevaert
FOR PERFECT PICTURES
Call it "GAY-VERT"

FOR PERFECT PICTURES

Gevaert
(Call it Gay-Vert)

FOR PERFECT PICTURES

THE GEVAERT COMPANY OF AMERICA, Inc.

423-439 WEST 55th STREET, NEW YORK, N. Y.

CHICAGO
160 E. Illinois St.
at Michigan Ave.

TORONTO
347-349
Adelaide St. W.

ALL GEVAERT PRODUCTS OBTAINABLE
THROUGH HIRSCH & KAYE, SAN FRANCISCO

MANY CLOSE-OUTS SOLD BY PHOTOGRAPHS

Photographers have lately found, in some cases to their surprise, that there is excellent business to be had where business seems to be poor.

Everyone who keeps his eyes wide open knows that this is a time of extraordinary bargains, and the bargains are not all in stocks and bonds. Much fine merchandise and many machines and other items of equipment are obtainable today at prices far below cost and probably much lower than most of us are likely to see again for such values. It is all part of the process of liquidation which, while very painful, seems to have been inevitable as a preparation for the substantial reconstruction of business activity on a larger scale. The market, like the ice-box, must have its left-overs cleaned out.

Many of these liquidation items represent considerable sums of money, even at liquidation prices, and because of this are not very easy to dispose of. By the same token, conversion into cash is the more desired, and the seller is prepared to spend a little money to unload.

It is a well-understood principle that the higher-priced an article is, the more selective and intensive must be the effort to sell it. This is where the photographer comes in. One excellent photograph has sold a $500 piece of equipment to a distant prospect. A dozen prints, judiciously sent to logical prospects, have picked up the purchaser for many a $250 machine or piece of furniture. And so on down the line.

The idea is old, but it has not been worked very much. It will not be worth much to the commercial man whose approach is, "Any photographs today, Mister?" But the commercial man who walks confidently into a business office and asks if they have any fairly high-priced left-overs that they are trying to close out has an excellent opportunity to get attention—and some very good orders.

Moreover, this kind of business leads somewhere. The commercial man who supplies photographs that clean out liquidation items will not be forgotten when new products get into production.

What kind of prints? That depends on the item, but beautiful quality can be obtained in prints that will fold into letters by using Ad-Type, APEX AL, and similar papers, such as Hirsch & Kaye can supply.

Reduced Prices on Bradley Cutters

New prices on print trimmers make it possible for every one to have one or more paper cutters in the work rooms. A trimmer with 6 to 12 inch blade will serve for prints, while a cutter with 15 inch, or larger blade will be excellent for cutting cards, mountings and heavier stock. Make your selection now from this assortment.

Diamond, 6 inch blade	$ 2.00
Dandy, 8 inch blade	2.50
Studio, 10 inch blade	3.00
Monarch, 12 inch blade	5.50
Popular, 15 inch blade	11.00
National, 18 inch blade	18.00
Imperial, 18 inch blade	24.00
Springfield, 24 inch blade	24.00
Manufacturers, 24 inch blade	50.00

(See Pages 16-17, July Focus)

The larger trimmers can be purchased on terms of monthly payment.

Many Studios want an "oversize" Easel . . .

Therefore this new Fall Style



THE BARONET

In sizes 4x6—5x7—8x10.

The 4x6 outside measurement is 6⅜x9⅛—the 5x7 is 7x10¼.

These so-called oversize easels may cost a few cents more per dozen than standard sizes—but they are well worth the small increase in cost, for they help bring a better per dozen price for the portraits.

Glacier stocks . . . in Duplex Greytone and Neutraltone . . . finished with a silver grain pattern—and the bright, snappy designs are entirely new. Just the style needed to dress your portraits to make them have that extra value look.

Sample of both colors for fifteen cents. This should prove a profitable fall number.

SAMPLE OFFER F-205

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

Any girl can be gay in a dainty coupe,
In a taxi they all can be jolly
But the girl worth while
Is the girl who can smile
When you're taking her home on the trolley.

♣ ♣

Way down South in the land of cotton,
The crop is good but the price is rotten.

♣ ♣

Who does the Petting in **Petaluma?**

♣ ♣

A customer wrote in to ask if the spring motor in his movie camera would be good in the fall.

♣ ♣

Still reading that book on where to go for a vacation.

I see some **Fellows** (Kern) went to **Democrat Hot Springs** (Kern) and took their **Gin Flat** (Mariposa) and let their **Whiskey Slide** (Calaveras).

♣ ♣

They made the place a **Devil's Den** (Kern) where they knocked **Dutch Flat** (Placer) **The Big Oak Flat** (Tuolumne) and finally, **Lane's Redwood Flat** (Mendocino).

♣ ♣

One of the **Neighbors** (Riverside) tried to get them to play all around the **Mulberry** (San Benito) bush, but they threw a **Towle** (Placer) at him and told him to roll a **Peanut** (Trinity) along **Pebble Beach** (Monterey) with his **Blue Nose** (Siskiyou).

♣ ♣

Ono (Shasta) says he, I've met **Millsaps** (Glenn) like you before. I'll get the **Marshall** (Marin) and he'll make you cool your hot **Blood's** (Alpine) in **Granite Wells** (San Bernardino).

♣ ♣

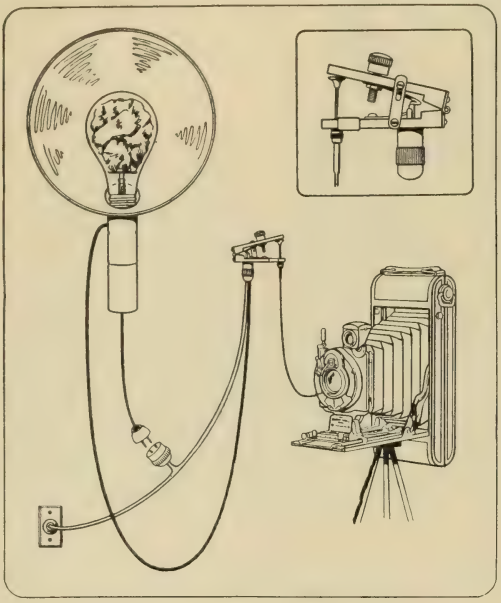
So one of them says—**Ione** Amador County. Your **Bogus** (Siskiyou) says another. I won't **Letcher** (Fresno) have it.

This is the **Last Chance** (Placer) for **Walkers Bar** (Siskiyou). We'll make this place a **Cool** (El Dorado) **Oasis** (Riverside) and call it **Holy City** (Santa Cruz).

We're **Aptos** (Santa Cruz) to make **Coffee** (Trinity) in the **Big Basin** (Santa Cruz) with **Freshwater** (Humboldt) from **Twenty-nine Palm Springs** (San Bernardino). We'll serve it with **Ham** (Amador) and **Tomales** (Marin) from **Cook Station** (Amador) and bring the **Forest Home** (San Bernardino).

—JERRY.

CABLE RELEASE SYNCHRONIZER
FOR HAND AND COMMERCIAL CAMERAS



While illustration to left shows two methods of connecting this device with battery type or city current lamps to a Kodak, it can be used on Graflex or Commercial Cameras as well and from one to a hundred Photoflash Globes can be fired at one time.

If you wish to use a battery type lamp, drill a hole in upper part of battery case and connect the two wires across the present switch (as the Synchronizing Switch takes the place of present switch in flasher).

If you prefer the city current type of lamp, proceed as double line in illustration (series wiring) by cutting one wire and soldering extensions to same, to which connect a receptacle. If more than one lamp is to be used, connect the additional receptacle on both wires of extension, (multiple wiring).

To Synchronize flash with shutter on battery type lamp, the easier way is to set the shutter and be sure the shutter opens wide before flash takes place. To Synchronize to a fraction of a second, it will be necessary to use a dry cell globe which can be bought at any electric or hardware store, and an adapter (which we can furnish) by which you can use a miniature lamp in a standard socket. Take off back of camera and by looking through and making test flashes, you can adjust screw on Synchronizer to operate flash and shutter simultaneously to micrometer accuracy.

To Synchronize flash with city current lamp, proceed as above except, use a regular globe of low wattage instead of battery globe.

Kodak Synchronizing Switch . . . . List **$1.75**
Miniature to standard adaptor, without globe **.30**



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

BEGIN ANEW

The head of a successful company said: "I have been in business eight years, and have gone ahead as fast as I could reasonably expect. But I fear I am becoming complacent. So on Saturday I expect to fire myself and everyone who works for me. On Monday I shall rehire the whole lot, including myself, but we shall be new employees, subject to close scrutiny. We must make good all over again, as though we were launching a new enterprise."

The idea is sensible.

Periodically, an executive should try to see his business through fresh eyes. He should say "WHY?" a dozen times a day for sixty days. Why this letterhead? Why this office arrangement? Why this sales practice? Why this man in that job? Why this design? Why this division of territory? Why this quota? Why this volume of sales? Why this profit?

A new man would ask those questions. A new man would set a higher goal. A new man would look forward, not backward. A new man would judge himself by the future, not by the past.

That's the way to keep a business young, and that's the way to keep ourselves young.

—William Feather.

←❖→

Here is a trick sentence, taken from "The Printers' Album". Read it:

Federal Fuses are the result of years of scientific study combined with the experience of years.

Now, count the F's in that sentence. Only once—don't go back and count them again. On page 30 of this issue you'll find the answer, and it will tell you something about how good your brain is.

DEFENDER H. G. S. FILM

The Defender Photo Supply Company have just announced a new film which will be labeled "H.G.S." (Highly Green Sensitive).

The emulsion is extremely sensitive to green, but is not sensitive to red. It is coated on a safety base.

Since practically all natural yellows owe their color to the large percentage of combined green and red they reflect, the Portrait H. G. S. emulsion gives a splendid correction for the yellows and warm colors.

The emulsion is a distinct advantage over the regular Portrait Film for artificial light. It maintains the excellent gradation of the regular Portrait Film.

←❖→

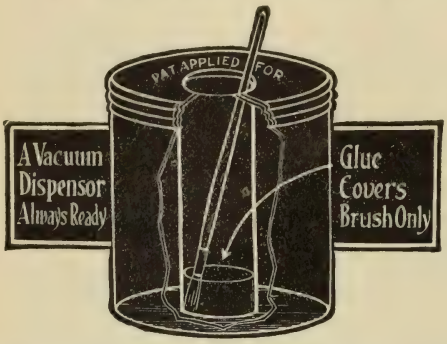
TO COPY NEWSPAPER CLIPPINGS

Because of the coarser screens used in the preparation of newspaper cuts, a newspaper clipping will present some difficulty when copied. Contrary to popular opinion it is not necessary or even advisable to use panchromatic emulsion. Process film or plates are better. Light your subject from both sides to avoid shadows caused by the rough texture of the paper. Use a contrast developer such as includes caustic soda. Borax is not satisfactory. For best results the contrast should be sufficiently dense to make all grey or white tones opaque.

←❖→

Success is doing what you want to do and making enough money to pay your bills.

SURESTICK



WHITE PHOTOGRAPHIC GLUE

Never cracks loose, Sticks quickly. Always ready, does not draw, wrinkle, or harm your prints.

HIGH GRADE ADHESIVE — *Built Especially* for ARTISTS and PHOTOGRAPHERS.
Only Small Amount Required.

VACUUM DISPENSERS to be refilled.....55c

PLAIN JARS

½ pint	50c	Quart	$1.50
pint	85c	Gallon	5.00

BROWNTONE

For Rich, Warm GOLDTONES and SEPIAS

A ONE-SOLUTION SEPIA BATH makes SEPIA TONING **QUICK** AND **EASY.**

Eliminates your Toning Difficulties.

Retains the Quality of the HIGHLIGHTS and SHADOWS.



No Chance to Overtone.
ALWAYS READY.

8 oz. bottle.....$1.00
Gallon.....$12.00

All these products manufactured by

SMITH CHEMICAL CO.
Defiance, Ohio

Sold by

HIRSCH & KAYE

NEWTONE



RESTORES FADED PHOTOGRAPHS

Let everyone in town know that you can restore those old, faded photographs, or Sepia prints to the original black and white, regardless of how much the Silver Image has faded due to sulpherization.

RENEW PRINTS to be COPIES.
A complete UNIT necessary—4 8-oz. bottles....$3.00

A Well Known COLORIST says:

"A BROWNTONE SEPIA is a PERFECT foundation for a Lovely OIL Painting or Pastel. BROWNTONE is *indispensable* for COLOR work for the Rich, Warm tone make it very simple to secure those *Lovely Natural* FLESH Tones, demanded in all high class Oil Paintings and Pastels."

Stain-Off

REMOVES ALL PHOTO STAINS

A Real Discovery

Why be inconvenienced with rubber gloves or BE EMBARRASSED with stained nails and hands when a few seconds time at the close of each day and a little cost, $1.00 a box, will put your nails and hands in *perfect* condition for several months.

Bargains for the Photographer

PAKO MODEL B PRINTER with paper cabinet.
Bargain Price **$65.00**

PAKO BELT DRYER, electric-heated, fine condition.
Bargain Price **$65.00**

PAKO PRINT WASHER, large size, motor-driven.
Bargain Price **$70.00**

BACKGROUNDS 8x8 with 7-foot floor extension. Assorted designs. These are new backgrounds in original wrappers. Write for photos.
Each **$12.50**

BEATTIE MARGERITE SPOTLIGHT, with masks. Excellent condition **$67.50**

1—8x9½x43 STONEWARE TANK ..... **$20.00 each**

CLOVER LEAF THUMB TACKS supplied in cartons, each containing 12 boxes assorted sizes, in green and gold. Intended for picture display, we offer a real bargain at **45 cents** a carton of 12 boxes.

RUSTIC BENCH. Comfortable for one or two people.
Bargain Price **$3.00**

Are you in need of a settee for your reception room? We offer a bargain. Write for details of a real bargain.

PHOTOMAILERS

Notice These Reduced Prices

234—	5½x11¼, per 100	$ .75
240—	6½x15¼, " "	.75
246—	7½x15¼, " "	.75
160—12	x18, " "	3.25
162—13¼	x17½, " "	3.75

REXO COLOR FILTERS

Style A—requiring three times normal exposure.

For	1⅛ inch lenses	$0.75
"	3¼ " "	3.00
"	4 " "	3.25
"	4½ " "	3.50

Style B—for Panchromatic emulsions. Requires eight times normal exposure.

For	1⅛ inch lenses	$0.90
"	$1\frac{5}{16}$ " "	1.00
"	$1\frac{7}{16}$ " "	1.00
"	1½ " "	1.75
"	2 " "	2.00
"	2¼ " "	2.00
"	2¾ " "	2.50
"	3¼ " "	3.25
"	3½ " "	4.00
"	4 " "	4.50

Style C—especially effective in the absorption of green, blue and violet rays. A sixteen times filter for orthochromatic emulsions.

For	1⅛ inch lenses	$0.90
"	$1\frac{5}{16}$ " "	1.00
"	$1\frac{7}{16}$ " "	1.00
"	4 " "	4.50

10x14 LIGHTWEIGHT FERROTYPE. (Squeegee) plates.
Bargain Price ..... Dozen, **$1.75**

There are six F's in the sentence you read. An average intelligence discovers three of them. If you spotted four, you're above the average. If you got five, you can turn up your nose at almost anybody. If you caught all six you're a genius.

How many bargains have you found?

Bargains for the Photographer

7 D HANGING CARDS—5x17 inches. Printed in three colors to read —"Films."

Bargain Price, each ..... **20 cents**

3 B SIDE PIECES—28x28 inches. Made of 24 ply mat board. Printed and decorated in four colors with words—"Snap Another Picture."

Bargain Price, each ..... **60 cents**

ALUMINUM SCOOPS

These useful accessories are actually necessary to anyone who handles any quantity of the bulky sodas such as Sulphite, Carbonate and Hypo. Well made with handle for convenient use.

12-ounce size **$0.95**

8-ounce size **0.75**

STUDIO PRINTER with plate glass top, 12x12. This is a home-made printer but was made by cabinet maker and is well made and businesslike in appearance. Illumination furnished by eight globes, each one mounted on a socket that can be moved in any direction, including up and down. One of the most practical printers we have seen in many a day.

Bargain Price **$57.50**

8x10 ANSCO PRINTER.

Bargain Price **$32.50**

USED PAKO JUNIOR PRINTER **$32.50**

12 inch F4.5 VELOSTIGMAT LENS, in barrel.

Bargain Price **$82.50**

HALLDORSAN HOME PORTRAIT ARC LAMP. Portable and operates on any 110 volt circuit.

Bargain Price **$27.50**

NEWCO FLASH POWDER

SLOW—A slow burning powder for commercial work, where extreme detail is wanted.

UNIVERSAL—An all-around powder for portrait or commercial work, for pan or bag use.

BAG—For banquets and groups, made with flash bag or cabinets (not pan). Quite noiseless.

SPECIAL FAST—To be used in open pan only, to stop action.

Newco Flash Powder, 2 oz. **$0.75**

3 WOOD TANKS—Excellent condition. Two measure 7¾x7¾x44; the other 7¾x11x44. Made of 1¾ inch lumber, reinforced with angle iron.

Three for **$20.00**

12x20 BANQUET CAMERA with two film holders and case.

Bargain Price **$75.00**

(Sold on terms)

CENTURY RETOUCHING DESK

Bargain for **$3.25**

2 VICTOR FLASH BAGS—Electric ignited. These bags are used as a unit of 2, or one bag only can be loaded with powder.

Sold only as a double unit for **$45.00**

HOME PORTRAIT REFLECTOR AND STAND.

Bargain Price **$2.00**

TROUGH SHAPED REFLECTOR with 8 blue globes. Excellent overhead light in your camera room.

Bargain Price **$5.00**

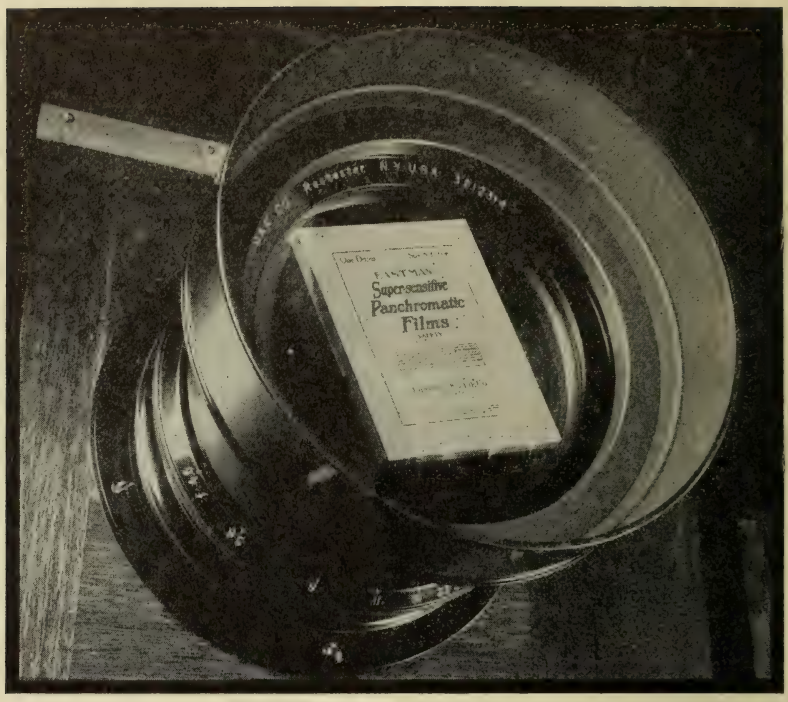


VITAVA *EXPRESSES* QUALITY

EVERYTHING you have to express, of skill, of technique, of artistry, must be revealed in your prints. They are the only material proof of your ability, the only visible evidence of the value of your photographs.

Vitava prints tell the whole story of quality—reproduce all the brilliance of your finest negatives—give complete customer satisfaction.

EASTMAN KODAK COMPANY Rochester, N. Y.



QUALITY + *S-P-E-E-D*

QUALITY must come first in portrait materials, but the quality characteristics of Eastman Portrait and Supersensitive Panchromatic Films—their extreme color-sensitiveness, which so greatly improves the rendering of flesh tones and eliminates retouching—are also factors which give these films their great speed.

Shorter exposures, more animated expressions, greater proof satisfaction, and finally better portraits and more profitable orders, are their advantages. Use these improved materials and increase your business.

EASTMAN KODAK COMPANY Rochester, N. Y.

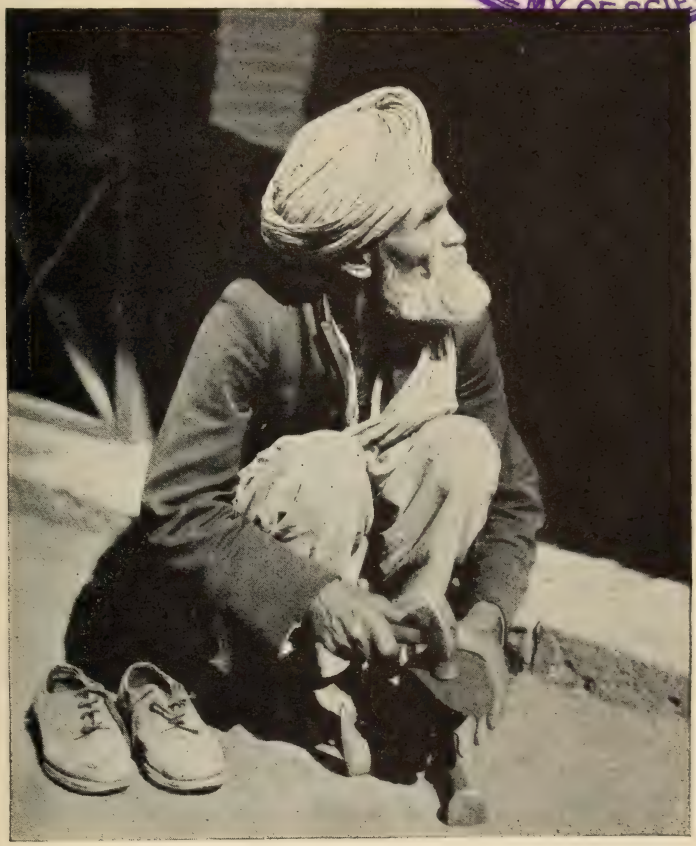
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THE FOCUS

Published Monthly in the Interests of
Professional Photography

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Vol. VIII OCTOBER, 193[illegible] No. 1[illegible]



Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

WE'LL LEAVE IT TO YOU—

¶ We can tell you again and again about the brilliant efficiency of Defender APEX, for Commercial Photography and Photo Finishing, an efficiency demonstrated in sheer photographic quality and in adaptation to the working habits of either craft.

¶ But—up to the time you try APEX in your own workroom, that will be only a "manufacturer's claim." After you've tried it, conviction will come; that APEX is best.

¶ With confidence we invite the test, because APEX works with you and for you right from the start.



Defender Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by Hirsch & Kaye
239 Grant Avenue, San Francisco

Vol. VIII OCTOBER, 1932 No. 10



INTRODUCING—
C. E. Clench

We who live in the present age have seen more changes than were evident in any other age.

The younger generation takes many of these changes for granted. A middle aged person can appreciate the numerous inventions and improvements, but it takes a real old-timer to tell us how much better we live than our grandparents did.

This background is suggested as we introduce Charles E. Clench, a photographer in Sebastopol, California. Mr. Clench was born in Niagara, Ontaria, in the days of tin-types. The fact that his two brothers were photographers must have influenced his decision to follow their trade.

Mr. Clench recalls when Grover Cleveland was Sheriff of Erie County, New York, and was personally acquainted with the future President. He recalls the thrill that was his, when he watched Blonden walk a tight rope over Niagara Falls. For many days thereafter, he practiced on a rope over a haymow, to see if he could do likewise.

During the Civil War, it was the custom for men drafted for the Army to hire substitutes, on a cash basis, and young Clench was disappointed because his older brothers would not let him go as a paid substitute for another.

For years Mr. Clench operated a "gallery" on wheels, a profitable venture in those days. Finally, in 1909, he decided to try California. He tells us he has had no desire to return to the East. From the depths of his spacious chair, he dispenses the philosophy that comes only from a fruitful life. Mr. Clench might be taken to be about 60, but because he was born February 17, 1850, he claims to be the dean of California's photographers. Who else is active at the age of almost 83?

←❖→

Happiness—What Is It?

Many people seek happiness but never find it. The reason is that hippiness is not something that can be found complete in itself and ready to be enjoyed by the finder. You can search for a satisfying meal, an agreeable companian, a delightful book, a cozy chair, and find them, but happiness is something different.

Happiness is a mental condition, a by-product, if you please. To find real happiness it is necessary to serve others, for it is only in the knowledge that we have rendered a service to someone, that we can really be happy.

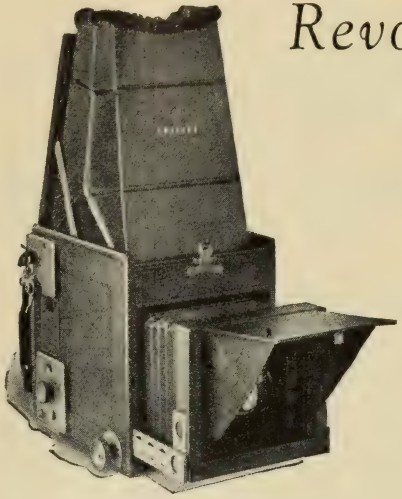
←❖→

"Surely the time has come for high and low alike to cease concentrating solely upon disheartening possibilities and to adopt a less childish, more manly, more American, more hopeful and helpful attitude.

"Transformation of our mental state could do more than anything else at this stage to hasten transformation in our material, our economic state.

"Lift up your eyes!"

—B. C. Forbes.



Revolving Back GRAFLEX *Series D*

3¼x4¼—Dimensions, 6¾x5½x6⅞. Weight, 4 lbs. 8 oz. Bellows capacity, 8½ in. Lens board, 3¼x3¼ in. Minimum focus of lenses accommodated, 5¾ in.

4x5—Dimensions, 8⅜x6⅜x7⅞. Weight, 6 lbs. 12 oz. Bellows capacity, 12 in. Lens board, 3¾x3¾ in. Minimum focus of lenses accommodated, 7 in.

A TRULY "all purpose" Graflex, designed for the varied requirements of general photography.

Unlike the Series B, Revolving Back Series B, and Revolving Back Series C Models, which are listed with single exclusive lens equipment, the Revolving Back Series D is listed with a wide selection of lenses of varying speeds.

One of the principal features of this model is the removable wooden lens board which permits the use of different lenses interchangeably. This feature also permits listing the camera without lens equipment, an important item to the purchaser who already possesses suitable lenses.

Besides incorporating all of the distinctive Graflex features, the Revolving Back Series D offers additional appointments including Automatic lens shield.

Focal plane shutter gives twenty-four speeds from 1/10 *to* 1/1000, *also a slow exposure of about* 1/5 *and any time desired.*

PRICES

		3¼x4¼		4x5
Revolving Back Series D Graflex without lens, including Film Pack Adapter		$ 90.00		$100.00
With Kodak Anastigmat *f*.45	(6⅜")	126.00	(7½")	150.00
Graflex Roll Holder	(51)	12.50	(53)	13.50
Graflex Cut Film Holder		2.75		3.00
Graflex Cut Film Magazine		14.50		15.50
Graflex Film Pack Adapter		5.50		6.50
Graflex Plate Holder		2.75		3.00
Graflex Plate Magazine		14.50		15.50
Ground Glass Focusing Panel to interchange with Holder		5.50		6.00
Sole Leather Carrying Case		12.00		15.00

Idleness Breeds Work

We read in "Business Week" that when the employees of a New Jersey foundry were laid off for lack of orders, they amused themselves with pitching quoits. The game caught on, spread through the community and was taken up beyond the local population.

Soon orders arrived for quoits and horseshoes, which could not be filled as the dealers had no stock. Detecting new business, the dealers placed orders with the foundry, and now the original quoit players are again employed, making quoits for others.

←⁂→

The Front Page

The interesting picture on the front cover was made with a Graflex camera. You can make pictures of this kind when you are equipped with a Graflex, for you see what the finished pictures will be like as you look into the ground glass. A popular model of the Graflex line is offered on the preceding page, but there are other models, a complete description of which will be found in the catalog we will gladly send.

Why be without a Graflex when you can purchase one on terms of monthly payment?

←⁂→

Some one has said—"A determined man can do more with a dull handsaw and a rusty monkey wrench than a drone will do with two sets of tools and three helpers." A determined man can and will protect his dependents and his future through adequate insurance, whereas the other type always postpones doing what he knows he should until some later date. Too often, this later date never arrives. Of all human faults, I think you will agree that procrastination is far in the lead.

Be Sure Your Copyright Is Airtight

Every photographer should have a copy of "Abel's Weekly," issue of September 3, 1932. In an article on copyrights, the writer mentions that of seventeen advertisements that appeared in a certain issue of the Saturday Evening Post, fourteen were incorrectly marked, to such a degree that there was no actual copyright protection.

Do you know how to properly mark your pictures which you desire protected by copyright? Unless you are positive, write to the Abel Publishing Company, 525 Caxton Building, Cleveland, Ohio, and enclose 10 cents for a copy of "Abel's Weekly," September 3 issue.

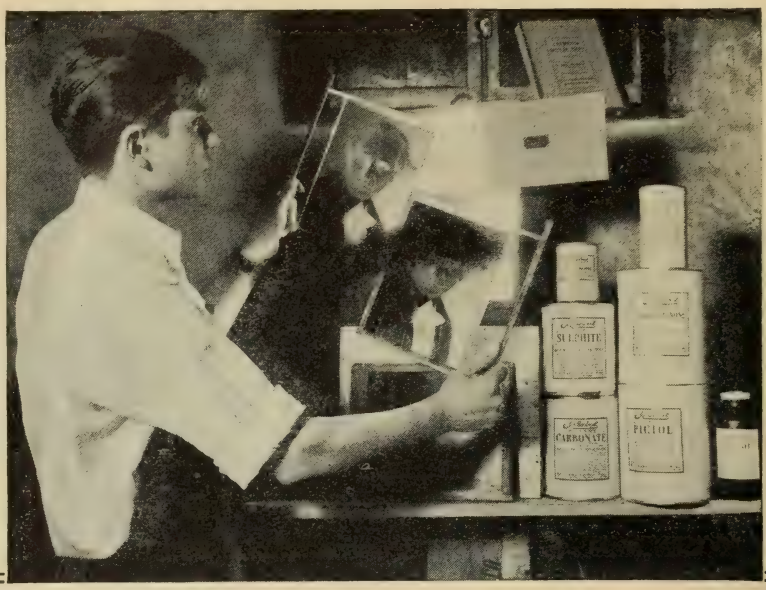
←⁂→

New Super Speed Film

Photographers will be interested in Eastman Super Speed Film which hereafter will be furnished in highly orthochromatic grade and with still more rapid emulsion. The new film which is offered at the same list price as Par Speed will be the most rapid film available other than Supersensitive Panchromatic. The new film is worth your trial, and we suggest you send us your order for a supply so that you can make comparative tests and finished pictures.

←⁂→

The body weakens on the spirit and a man inevitably grows more cautious with age. It is the human predicament; man laboriously acquires wisdom and experience, only to die before he can apply it adequately, and is unable to bequeath it.



UNIFORM DEVELOPMENT NEEDS UNIFORM CHEMICALS

When there are great variations in negatives and prints from the same batch of films or paper, the reason is found frequently in the chemicals or in their manipulation. Not only should the chemicals be uniform, but each one should be so made that it will work in perfect harmony with the rest.

In order that you may test for yourself the advantages of a complete line, in which each is perfectly suited to the other, we shall send you, postpaid to your studio for $2.00 the following chemicals:

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

Mallinckrodt

Second and Mallinckrodt Sts.
ST. LOUIS, MO.

CHICAGO PHILADELPHIA
TORONTO MONTREAL NEW YORK

CHEMISTRY OF PHOTOGRAPHY

Now Available
In Stiff Cloth Binding

At the suggestion of our friends we published this 93 page reference book in a form that will stand wear from much use.

It contains a complete explanation of the chemistry involved in developing, fixing, toning, intensification, reduction; also many manufacturers' formulas; tips on photographic problems and a complete index for easy reference.

Copies can be obtained from your regular dealer or direct from us for 50c each.

Professional Service

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RETOUCHING

By expert of years
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MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

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STUDIO FOR SALE

Located in a good railroad town
in Arizona
Population 5,000
Owner wishes to retire from business

Box 2320 "The Focus"

STUDIO FOR SALE

Studio, long established in city of 30,000, is offered for sale. Reasons are other than photographic.

This studio has delightful environment and is considered one of the most desirable in earnings and location.

Box 2319 "The Focus"

RETOUCHING

PHOTOS MINIATURES
LANTERN SLIDES TRANSPARENCIES
COLORED

I'LOTE CORRÉ
179 O'Farrell Street Room 404
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GEORGE A. WEEDEN

Artist

Producer of
Fine Crayons - Water Colors - Pastels
Oil Paintings - Ivory Miniatures
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SKyline 2759

Estelle Schort

27 SANTA MARINA ST. SAN FRANCISCO

Expert Retouching

Prices Reasonable *Prompt Service*

Wolff's Carbon Pencils

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE
have them.

NOVABROM

FOR CONSISTENT QUALITY IN YOUR REGULAR ENLARGING

#1—White Smooth Matte—K1
#3—White Smooth Semi-Matte—K3
#10—White Glossy—K10

in

Normal — Vigorous — Extra Vigorous and Soft in #10

FOR DISTINCTION IN YOUR DeLUXE ENLARGING and OTHER SPECIAL WORK

K2
WHITE ROUGH MATTE
K15
BUFF COARSE MATTE
K17, WHITE — BUFF, K18
COARSE LUSTRE
K32, WHITE — BUFF, K33
PLATINO GRAVURE
K39, WHITE — BUFF, K40
COARSE GRAIN LUSTRE

in

Normal — Extra Vigorous

["K" indicates Double Weight]

WHATEVER YOUR ENLARGING REQUIREMENTS, THERE ARE NOVABROM SURFACES AND CONTRASTS TO MEET THEM

Call it "GAY-VERT"

FOR PERFECT PICTURES

(Callit Gay-Vert)

FOR PERFECT PICTURES

THE GEVAERT COMPANY OF AMERICA, Inc.

423-439 WEST 55th STREET, NEW YORK, N. Y.

CHICAGO
160 E. Illinois St.
at Michigan Ave.

TORONTO
347-349
Adelaide St. W.

ALL GEVAERT PRODUCTS OBTAINABLE
THROUGH HIRSCH & KAYE, SAN FRANCISCO

PORTRAIT PHOTOGRAPHY

Should Be Treated Just As Any Merchandising Business

What we mean by this is—Carefully selected styles properly displayed, to attract the public eye, and a scale of prices sufficiently varied to fit the pockets of all in your community.

When a new season comes to hand, brighten up your display and you can do this at a very nominal cost. We agree that investment should be kept down but in portrait photography *we will not agree* that it is wise to limit yourself too closely in showing variety—you *can't* have *a scale of prices* without *variety* and if we only had two or three styles of mounts to show you we would not be living up to our belief in this theory.

We have a broad field of beautiful mountings at your disposal for the coming season. A visit with our salesman or a glance through Taprell, Loomis & Company's new fall catalog will convince you of this.

Remember—you can buy in limited quantities. Your orders will be promptly taken care of. We name emboss your mountings and they can go to you with shipment of other sundry articles.

We feel certain that you will profit by following our suggestion.

Sell Photo Mailers

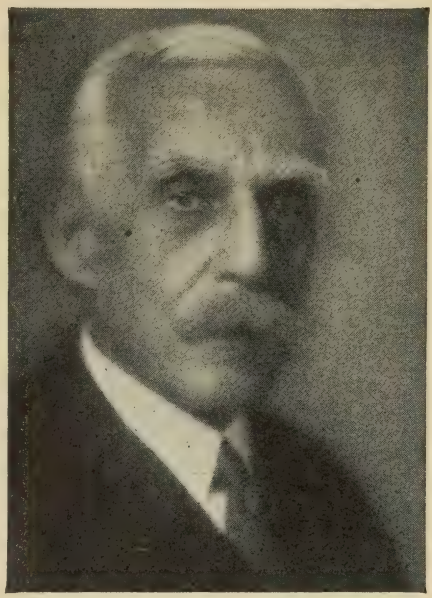
Practically every sale of pictures is an opportunity for additional profit in the sale of photo mailers. Very few people actually hand to their friends and relatives all the pictures they purchase. Many are mailed to distant relatives and friends. If your customers do not obtain the photo mailers from you, they will most likely obtain them from some other source. You may as well enjoy this profit.

The Ingento line of photo mailers offers an assortment of sizes designed to meet all demands. The photo mailers consists of a heavy Kraft envelope, fastened by string and buttons. Inside the envelope you will find two thicknesses of double-faced corrugated board which will insure safe arrival of pictures handled under any condition. You can determine the minimum assortment of mountings you will require by a measurement of the folders. Order an assortment and offer them with each sale. Suggested retail prices will gladly be furnished on request, and we hope you will enjoy an attractive photo mailer business in addition to your regular sales. This additional profit will directly reflect your sales effort.

Vitava Opal in Tapestry Finish

Photographers will be interested in the latest addition to the Opal line of papers which is a Double Weight Old Ivory tint slight lustre surface paper. It is sold at the regular Opal Double Weight price, and to really appreciate the new surface, we suggest you order a dozen package, make your display pictures and then offer it to your trade. Remember it takes something new to interest people in pictures.

ALL-AROUND EXCELLENCE



WOLLENSAK

Series II, Velostigmat f 4.5

Hon. Andrew Mellon, Ambassador to Great Britain. Photo by Harris & Ewing, with Wollensak lens.

In the Wollensak Velostigmat, Series II, you have a fine lens for many uses.

Compactness for home portraiture. Flat field for group photos. Speed for action snaps. And so versatile that copies and enlargements prove excellent—satisfying.

Get one of these all-around high speed lenses on trial before you buy. Write for literature.

•

Made by

WOLLENSAK OPTICAL CO.

ROCHESTER, N. Y., U. S. A.

CONTESTS WILL AID PHOTO FINISHERS

Photo finishers will be interested in a series of contests to be held this fall and winter by the General Electric Company, makers of Photoflash bulbs and Photoflood lamps. Four magazines of national circulation will conduct prize contests to stimulate pictures of interiors made with the new lighting appliances.

Prizes will total $5585.00 in cash, as well as a number of merchandise prizes. The first contest will be conducted by Liberty magazine to start with issue of November 19. The contest will last for ten weeks with $5000.00 in cash prizes as the objective of the contestants.

Better Homes and Gardens will also have a contest to feature interior views of homes. The contest will take place during October, November and December, and during the months of November, December, January and February, Popular Science magazine will conduct a contest in which $100.00 in cash prizes will be awarded each month.

Physical Culture will offer separate prizes for each month, starting with October and continuing for six months. On the basis of past experience, it is expected that more than a quarter-million photographs will be taken during the life of these contests, which means a great consumption of Photoflash bulbs, Photoflood lamps, film and considerable finishing service. You will probably get your share of the sale of film and finishing service, but you should increase your profits by having flash bulbs, Photoflood lamps as well as reflectors to encourage additional people to enter in these several contests. Write to Hirsch & Kaye for generous offer in the sale of lighting equipment.



Foto Flood Reflector

Style 1E

Here is a handy, all round reflector, for portrait, commercial, or even amateur photography. It consists of a parabolic reflector three inches deep, and six and one-half inches in diameter. This reflector is finished in satin aluminum color and produces a soft light of great intensity. The reflector is mounted on a wooden handle five inches long and supplied with a socket and push button switch. A silk covered cord, six feet long, with detachable plug, completes the outfit.

Every finisher should feature these reflectors to tie up with the several contests to be conducted this winter. Our schedule of discounts will interest you.

1 E Reflector $1.25

Announcing the

WESTON UNIVERSAL EXPOSURE METER

Simple, reliable, scientifically designed —the new Weston Exposure Meter accurately determines the correct exposure for any light conditions. Can be used for both stills and movies.

It measures directly the brightness of the subject or scene—and translates it into the proper combination of shutter timing and aperture for any film or plate speed.

Easy to operate, it embodies the famous Weston PHOTRONIC photo-electric cell. No batteries—no adjustments. Always ready for use—independent of climate, weather, temperature. Not damaged by direct sunlight.

Developed by the Weston Engineers in collaboration with leading film manufacturers, the Weston Universal Exposure Meter reduces one of the most bothersome photographic operations to simple, exact measurement.

$39.75

Complete with handsome leather case and shoulder strap—in the U.S.

HIRSCH & KAYE *have it.*

BLOCK PRINTING

Here is an excellent way to give expression to your artistic ability. Quite easy to obtain excellent results and put your personal talent into your work.

The art of Block Cutting and Printing is simple. It consists of engraving any desired design upon the level surface of a wood block or piece of linoleum and transferring such design to paper in any number of copies by the application of ink to the cut surface of the block.

Prepare your own greeting cards, announcements and window cards. The cut blocks are good for an indefinite number of impressions. Use Blocks for your letterheads and invoices and they will be individual and unique. Prepare your own designs or trace them with carbon paper from any design you may wish to duplicate.

We furnish a most complete set which includes everything you may need—linoleum, cutters, ink, roller and complete set of 10 illustrated lessons.

Have you ever considered the new field open to you in block printed reproductions of portraits? Very effective for silhouettes. Order a set, make some blocks and exploit this new field.

Block Printing sets, (complete) $5.00 each.

An attractive offer for resale is made to gift shops and for general resale purposes. Be sure to write for it.

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions.

For panchromatic the ratio of Mazda wattage to mercury is two to one.

Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.

SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE

"The Art of Coloring Photographs"

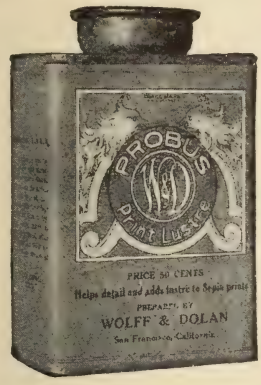
By AVENIR LE HEART

A Colorist of International Reputation

The only complete book of instructions available on coloring photographs, color harmony, and color composition. It enables the novice as well as the experienced colorist to master all the details of the work. All dealers.

Price 75c Post Paid

HIRSCH & KAYE—239 GRANT AVENUE, SAN FRANCISCO



PROBUS PRINT LUSTRE

Adds brilliancy and depth to the shadows, and gives a lustrous finish to all grades of Artura, Vitava, Cyko, Defender and other developing papers, or Bromide prints. It helps detail wonderfully and is especially effective on sepia-toned or redeveloped papers. Invaluable for cleaning soiled photographs or renovating old prints for copying. Unequaled as a negative varnish and retouching medium. Once used PROBUS PRINT LUSTRE will be found indispensable.

PROBUS PRINT LUSTRE

is used with excellent results as a color medium

Half pint tin 65 cents

Order a supply today from HIRSCH & KAYE

Photographers who have trained themselves to "time" their exposures by instinctive separation of the elapsed seconds will be happy to know that a report to the American Psychological Association given by Dr. Samuel Renshaw, of Ohio State University, states that men can be trained to judge time so accurately that they run slow only two-tenths of one per cent. Contrary to popular belief, however, tapping with the hands or feet or actually counting increase the error.



The better grade of linoleum, known as "Battleship Linoleum," makes a most excellent easel covering for the projection printing room. If a white surface is wanted on the easel, for focusing, etc., apply rubber cement to a sheet of white paper or white card and apply to the surface. When the paper needs replacing, merely strip it off and replace with new. The cork-like linoleum is perfect for push-pins, tacks, etc., only a very slight pressure being needed to fasten a print to it.



At the risk of repetition, one of the simplest methods of getting good square printing masks is to use a trimming board to make a square paper guide. Cut a sheet of paper the exact size and shape of the opening you wish, then use that as a guide for your razor blade cuts in the masking paper. It is quicker than a T-square and angle method, and far better than the "by guess and by Gosh" way!



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

Suitable Slogans for Your Christmas Advertising

ADVERTISING SUGGESTIONS

The gift to personal friends should suggest *you*. There is one gift that only you can give—your photograph.

* * *

There is one gift your mother will appreciate more than anything money can buy. Just send her your photograph.

* * *

Solve your gift problems a bit early this year. Choose the one gift your friends can't buy—your photograph.

* * *

Save the worry of shopping for personal gifts. There is no gift so personal as your photograph, because it's *you*.

* * *

If every man knew what his family would appreciate most, our studio would be busy from now until Christmas, photographing men.

Give us fifteen minutes of your time and you will have a characteristic portrait that will make the whole family happy.

Call us for a lunch-time appointment.

If there are dear old friends you'd like to visit at Christmas time, but can't, do the next best thing—send your photograph.

* * *

Did you ever realize that there is one gift that is never duplicated? Your photograph.

* * *

To old friends no gift is more personal or more appreciated than your photograph.

* * *

The sentiment of giving suggests friendship, and its most individual expression is your portrait—the gift that only you can give.

* * *

There's one ideal gift for Aunts and Uncles and Grandparents. Send them portraits of the children.

* * *

Friends and relatives will appreciate new portraits of your children this Christmas.

How to Care for High Grade Lenses

This photographic lens has been made with the utmost care and precision by skilled workmen. If you treat it with the same consideration that you would show to an expensive watch or to a precious jewel, it should remain for an indefinite time in as good condition as when it left our hands.

The lens should be capped when it is not in use.

Avoid sudden and extreme temperature changes.

The lens should not be exposed to acid fumes.

Avoid placing or leaving lens where dampness or moisture may collect on it.

Do not permit lens to fall, or subject it to a sudden jar.

Occasional cleaning is not only advisable but necessary when dust, finger marks or moisture show on the lens surfaces. For this a camel's hair brush and a clean, soft, linen cloth are desirable. Proceed as follows:

Remove dust with camel's hair brush.

Breathe on lens surface, and with cloth wipe lightly with a circular movement.

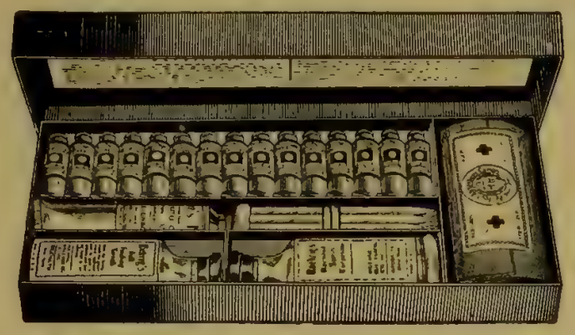
If finger or dust marks cannot be removed, rub the surface gently with a tuft of cotton moistened with clean warm water. Dry the surface with a piece of clean linen cloth.

Under no circumstances use abrasives or any kind of polishing or cleaning material.

Never use acids, alcohol, alcoholine or other solvents on the lens surfaces or on the mount.

Roehrig's Transparent Oil Photo Colors

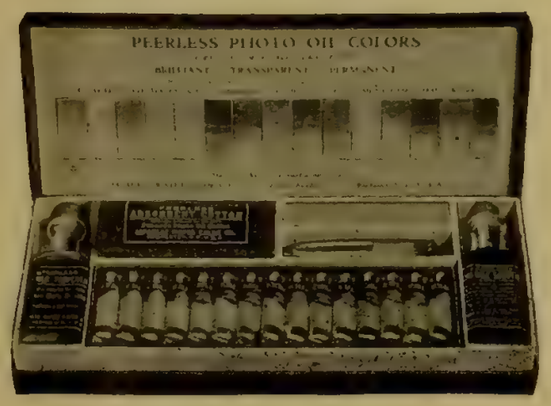
These colors are brilliant and permanent. They are especially prepared for use in coloring photographs and other pictures.



PRICES

Set of 14 quadruple tubes	$7.80
Set of 15 tubes and accessories	3.90
Set of 15 smaller tubes	2.60
Roehrig's Medium, large tube	.65
Dull Finishing Varnish, 2 oz.	.50

Peerless Photo Oil Colors



New and Larger Box. More Materials. New Labels on Tubes. New, improved Self-Blending Colors throughout the entire list. The Finest Outfit Box of Oils on the market.

Professional Outfit, No. 1 ..... $3.75

Kodak Transparent Oil Colors

Photographers and photo finishers will welcome the marked advantages to be found in Kodak Transparent Oil Colors just announced. Beginners will be surprised at the ease with which excellent results can be obtained. Skilled colorists will appreciate the superiorities of the outfit which include:

Extremely fine-ground pigment, smooth working, free from all granularity.

Colors do not bleach or otherwise injure the photograph:

Permanency of pigments equals standards for finest artists' colors.

No sizing required for any matte surfaced papers.

Special gray and white for reducing contrasts.

An ideal flesh color that truly represents flesh.

Every color necessary to produce any tint or hue found in nature.

The finest color mixing chart ever devised for the practical worker is included in this outfit.

PRICES:

Complete Outfit, in Blue Lacquered Wooden Box	$3.75
Extra Tubes of Color, ½x2" ea.	.25
Extra Tubes of Color, ¾x4" ea.	.60
Transparent Medium, ¾x4", tubes, ea.	.35
Transparent Medium, 6" tube, ea.	.60
Sizing Fluid, 1 oz. bottle	.20
Sizing Fluid, 8 oz. bottle	.65
Cleaning Fluid, 1 oz. bottle	.20
Cleaning Fluid, 8 oz. bottle	.65
Stump Cotton, per package	.15
Skewers, per dozen	.20

Japanese Peerless Water Colors

General Directions for Using Peerless Transparent Water Colors

The application of Peerless colors is so simple that directions for using them seems almost superflous.



Complete Outfits for Coloring

Professional Box

Contains the Complete Edition Booklet of fifteen colors, two brushes, bottle of Eradicator, film of Sizing, and book of instructions for slide coloring.

Price of box each $2.50

Junior Box

Contains the Junior Edition Booklet of ten colors, two brushes and a bottle of Eradicator.

Price of box each $2.00

A White enameled Mixing Palette is included with both of the above Outfit Boxes.

Junior Edition Booklet

Contains ten different color films in size same as the Complete Edition.

Price per booklet with full instructions $0.75

The above booklet contains the following ten colors:

Brilliant Yellow	Japonica Scarlet	Dark Green
Orange Yellow	Royal Crimson	Sky Blue
Geranium Pink	Sepia Brown	Pearl Gray
	Light Green	

Complete Edition Booklet

This booklet contains fifteen different films of colors, size, each 6½x2¾ inches. The most economical way to buy these colors and the form used by amateurs and professionals the world over.

Price per booklet with full instructions $1.00

Trial Edition Booklet

Contains the same fifteen different colors as the larger book. Like the Complete Edition booklet in all respects, except size of color films, these are 4⅞x1 inch.

Price per booklet with full instructions $0.45

IT'S LIKE THIS . . . . . .

Never, we believe, have finer emulsions been offered to portrait and commercial photographers than HAMMER is producing today. Desirable speeds with strength and at same time softness, with the transparency necessary in producing finest print quality. There are non-color sensitive and color sensitive emulsions, suited to the diversified demands made by studio clients. You will be pleased with results when Hammer emulsions are used in the negative work.

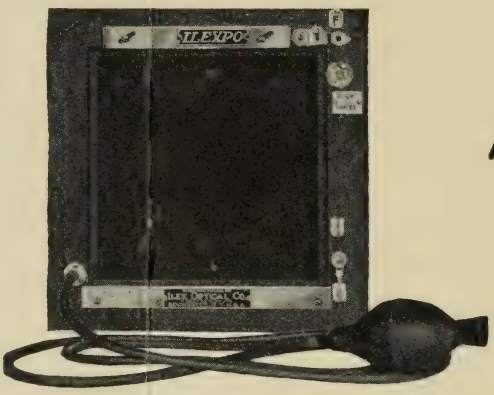
A PORTFOLIO of PRINTS will be mailed free.
Send name and address.



HAMMER DRY PLATE CO.

159 West 22nd St.
NEW YORK CITY

3547 Ohio Avenue
ST. LOUIS, MISSOURI



Prices with Fast Speed

9x 9	$30.00
10x10	32.00

NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

CHRISTMAS BUSINESS

Right now is the time for you to be thinking about how you can increase your Christmas business, in a year when increases in any line of business are not generally to be expected. This year, more than ever, business will come to the photographer who makes a real effort to go out after it.

How about a mailing list? Why not suggest to those who are your customers and those who are not, that they come in some time during October and have their photographs made for Christmas? Remind them of the satisfaction of having their Christmas shopping done early. If you use the newspapers for advertising, the columns are less crowded now than they will be at holiday time and your ad will command more attention.

The International Association advises that prices not be cut during the holidays, and this is sound advice. Instead of lowering your prices, talk quality. When people are buying anything for a gift, they naturally want it to be as fine as they can possibly afford. This applies to photographs as well as anything else.

Be sure you have plenty of quality materials on hand for your Christmas business. Hirsch & Kaye are all ready to take care of your needs. But don't wait until the last minute. How about a good stock of mounts? Plenty of photomailers? Check up now and be prepared.

Many a Chance for Photo Profits

Suggest that the Kodak be tucked in with the rumble riders as the gay parties start for the big games. Each week-end until Thanksgiving offers endless chances for snapshots. Prepare the way for a bumper crop of exposed rolls on Monday mornings by suggesting that the thrills come home in sparkling snapshots.

And now that Kodak Verichrome Film and Photoflash are on the scene, snapshots are not confined to daylight. Glimpses of the dance afterward, new pictures of old friends, happy reunion groups, other valued side-lights on the trip now take important places in the album, and call for extra prints.

Charcoal Black in New Surfaces

Charcoal Black is a universal paper made especially for projection. There are now seven surfaces from which you can make your selection, and you will be interested in your description of the new papers:

A—Thin white drawing surface.
B—Medium white drawing surface.
C—Cream Charcoal surface.
D—Rough Whatman surface white.
E—Medium cream drawing surface.
F—Very thin Opaline Parchment. For paper negatives or prints backed with various materials.
G—Very heavy Opaline Parchment.

Order today from
HIRSCH & KAYE







Our Salespeople Tell Us

F. G. Anderson has moved across the street from his former location and now occupies a most modern studio at 1031 State Street, Santa Barbara.

♣ ♣



James Donnelly, Santa Barbara photographer, has just broken the cycling record from Ventura to Santa Barbara, a distance of 33 miles, in the record time of 1 hour and 25 minutes. This is 5 minutes less than the previous record which remained unbroken for ten years.

Mr. Donnelly is in training every morning between the hours of 6 and 7, during which he rides a distance of 20 miles or more. He has an excellent reputation in Santa Barbara as an athlete and devotes spare time to the training of future record breakers.

♣ ♣

Mrs. J. L. Wiley, wife of Visalia photographer, was a recent visitor in San Francisco. This is her first visit in 15 years, and she was able to appreciate the many changes that are taken more or less for granted by we who live here day after day.

♣ ♣

John F. Rabe has opened a studio at Quincy, Plumas County. Mr. Rabe formerly had studios in Southern California.

♣ ♣

The two studios of **Alice Whitney Smith** and **McDonough Photo Service** have been merged and will hereafter be known as **McDonough & Smith.** The studio is located at 1147 Seventh Street, San Diego.

♣ ♣

Mrs. Dora Warren, Paso Robles photographer, was recently elected Secretary of the Paso Robles Business and Professional Women's Club. This is a livewire organization of fifty members which includes in its program the responsibility of sending a girl through college.

♣ ♣

The East Bay Commercial Photographers Club met as usual at the Marne Cafe in Oakland on the evening of September 20. The meetings of this lively group are always interesting.

♣ ♣

Another attractive studio known as the **Old Master Studio** has been opened at 3339 Grand Avenue, Oakland. The interior finish is in Old Mission style, and furnishings and equipment are in keeping with both name and decorations. The studio is owned by **S. Denton** and **L. F. Wearne.**







Our Salespeople Tell Us

An interesting exhibit of portraits was arranged by **Mrs. Leota Tucker** in Carmel. A vacant store on the main street was converted into a display room, where pictures of the most prominent people in Carmel and their families were displayed to the delight of all who witnessed the exhibition. A worthwhile article in the Monterey Herald brought Mrs. Tucker additional publicity. Mrs. Tucker is well known through her former ownership of the Tucker Studios in San Jose.

♣ ♣

For several years before he opened the Murphy Studio in Alameda, **M. Kanda,** Japanese photographer, was a regular commuter. He has a keen sense of humor which caused him to be at the bottom of every mischievous prank which was played on the boat. He soon became known to the regular commuters who, for his sense of humor, nicknamed him "Murphy."

A few days ago he received a two-column write-up in the San Francisco Chronicle because of his popularity with the commuters and for his sense of humor which is shown in more ways than one. When he opened his studio, he had a large sign placed across the front to read "Murphy Studio." Business was good for about a month, but then for reasons best known to himself, he added the words "—Not Irish."

♣ ♣

Most Focus readers are acquainted with all or many of the five outside salesmen whose pictures have adorned the preceding page for some time. In case you do not know all of them, let us present them in the order in which they appear. On the left is **Mr. R. E. Derby,** and in turn, **Mr. N. G. Siller, Mr. William Wolff, Mr. H. L. Bush,** and **Mr. K. G. Charlesworth.**

But these are not all our salespeople, for in our store we have others, whose pictures grace the top of this page. Let us present them, in the same order: **Harry Rief, Bon Ward, Ignatius Healy, H. J. Fazakerly,** and **Frances Meyers.**

As they call on you, or they serve you in our store, see how many names you can recall. They are all your friends.

♣ ♣

Miss Blanche Fride, operator and manager of the Kennell-Ellis Studio in Medford, was married October 1 to Howard Le Clerc. The newlyweds came to San Francisco for their honeymoon.

SURESTICK



WHITE PHOTOGRAPHIC GLUE

Never cracks loose, Sticks quickly. Always ready, does not draw, wrinkle, or harm your prints.

HIGH GRADE ADHESIVE — *Built Especially* for ARTISTS and PHOTOGRAPHERS.
Only Small Amount Required.

VACUUM DISPENSERS to be refilled.....55c

PLAIN JARS

½ pint	50c	Quart	$1.50
pint	85c	Gallon	5.00

BROWNTONE

For Rich, Warm GOLDTONES and SEPIAS

A ONE-SOLUTION SEPIA BATH makes SEPIA TONING **QUICK** AND **EASY.**

Eliminates your Toning Difficulties.

Retains the Quality of the HIGHLIGHTS and SHADOWS.



No Chance to Overtone.
ALWAYS READY.

8 oz. bottle.....$1.00
Gallon.....$12.00

All these products manufactured by

SMITH CHEMICAL CO.
Defiance, Ohio

Sold by
HIRSCH & KAYE

NEWTONE



RESTORES FADED PHOTOGRAPHS

Let everyone in town know that you can restore those old, faded photographs, or Sepia prints to the original black and white, regardless of how much the Silver Image has faded due to sulpherization.

RENEW PRINTS to be COPIES.
A complete UNIT necessary—4 8-oz. bottles.....$3.00

A Well Known COLORIST says:

"A BROWNTONE SEPIA is a PERFECT foundation for a Lovely OIL Painting or Pastel. BROWNTONE is *indispensable* for COLOR work for the Rich, Warm tone make it very simple to secure those *Lovely Natural* FLESH Tones, demanded in all high class Oil Paintings and Pastels."

Stain-Off

REMOVES ALL PHOTO STAINS

A Real Discovery

Why be inconvenienced with rubber gloves or BE EMBARRASSED with stained nails and hands when a few seconds time at the close of each day and a little cost, $1.00 a box, will put your nails and hands in *perfect* condition for several months.

Halldorson Home Portrait Lighting Kit

Keeping pace with the advance in plate and film emulsions and improvements in incandescent light technique, Halldorson offers a complete new system for the home portraitist, the Halldorson Home Portrait Lighting Kit. It solves every problem of lighting confronting the photographer who wants to make the best quality photographs in home, office, or wherever a sitting may be arranged.



It puts the complete lighting equipment into a convenient case, including main lamp, auxiliary lamp, reflector, head screen, and, if desired, a background.

It does away with the fuse difficulty entirely, supplying perfect portrait lighting, ample for all sittings from babies to groups, on the ordinary home lighting circuit covered by a 10 or 15 ampere fuse.

It puts this equipment within the reach of all by offering it at an amazingly attractive price. For those who cannot afford the entire outfit in the start, this kit is arranged so that it may be purchased one item at a time. Starting with the main lamp, the Halldorson Panchro Home Portrait Light, which is sufficient in itself to afford a better home portrait lighting equipment than has been heretofore available, the other items may be added one by one as the operator earns money with which to buy these added conveniences.

Price of complete kit with parts, as shown in picture, but without globes, $65.00.

CHARCOAL BLACK

AN UNUSUAL PAPER *for* PROJECTION PRINTING

Designed for those who wish their prints to command attention and produce new business

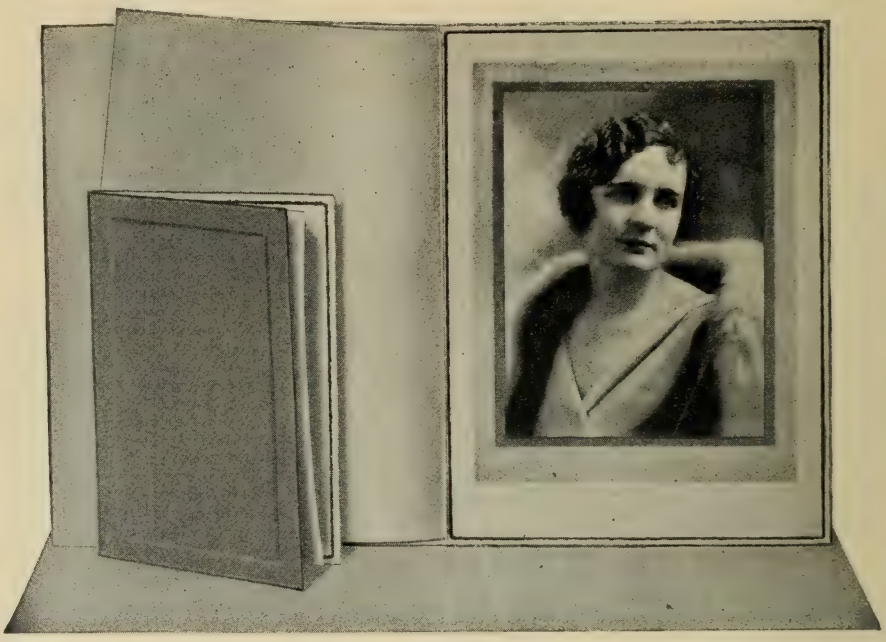
Grade A—Thin White Drawing
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Grade C—Cream Charcoal
Grade D—White Rough Whatman
Grade E——Medium Cream Drawing
Grade F—Very Thin Opalene Parchment
Grade G—Very Heavy Opalene Parchment

New Prices: 5x7 $0.65 per dozen 8x10 $1.50—11x14 $2.95

Order from HIRSCH & KAYE

A New Fall Inslip Folder . . .

Rich . . . Quiet



THE RICHMOND

In the RICHMOND we offer a folder that will appeal to your most conservative customers. The whole effect . . . stocks . . . design and tints speak rich, quiet subduedness.

Granada rag stocks—all edges downy deckled. A soft two-tone, air-brush design around opening is an appropriate and effective ornamentation for better grade portraits.

Made in all standard sizes from 3x4 to 11x14. One color only for all tones of prints.

Sample for 12 cents and we will include sample of the ORLEANS, the companion line for horizontal prints. Two good styles to feature when quiet, "no frill" mounts are required.

SAMPLE OFFER F-207

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

Columbus wasn't so dumb. He had an idea the world was round and not on the level.

♣ ♣

Our butcher says he took a big part in the Olympics. He supplied the track meat.

♣ ♣

The shipping clerk calls me Pepsodent. He says when he sends me on an errand, I go three times as far.

♣ ♣

I'm getting too smart for that shipping clerk. He says so himself. I'd like to try my hand at politics.

♣ ♣

When I grow up I'm going to be a campaign manager. There's a future in it.

♣ ♣

I went to a political meeting to see what it was like. The speaker drank a lot of water from a glass, so I recluded his windmill ran by water.

♣ ♣

The trouble with politics these days is most people don't know what it's all about.

♣ ♣

I heard a man say he thought R.F.C. was a radio station. Maybe he thinks a moratorium is a place where undertakers hold a convention.

♣ ♣

The only foreign relations most folks know about are the cousins, uncles and aunts over in the old country, and they can't understand them.

♣ ♣

Some folks think inflated currency is taking a dollar bill to the service station for free air.

♣ ♣

What people want is something they can understand, something that appeals to the imagination, like folding chairs for the standing army.

♣ ♣

My candidate would go before the people with a platform anybody can understand, even you.

♣ ♣

No fooling, I've got what the people want, and so, my fellow citizens, in shorts, I mean, in short, my candidate will be elected by a large pleurisy.

♣ ♣

So now, I take great pleasure in presenting the people's choice, by popular demand—

A Lotta Huey.

—Jerry.

Fotolite Spotlight



A spotlight of novel construction. Interior finish is black, no reflector. Light from 500 watt lamp passes through three lenses. Can be focused from a small circle to a large floodlighted area.

Exterior finish is in black and chromium. A folding stand and cord are supplied.

Here is a practical, efficient spotlight for only $25.00, bulb extra.

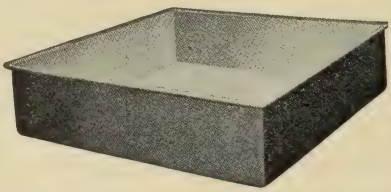
Fotolite Spotlight

Studio Model

Similar to above but on heavier folding stand, with rubber tired castors.

Price $32.50

White Enamel Fixing Bath



Made for all sizes of prints, both large and small. Far superior to shallow trays on account of extra large depth and roominess. No slop or muss. Very easy to handle and keep clean. Economizes solutions. Saves labor, expense and time.

10x12x5" deep	$ 9.00
12x16x5" deep	9.60
16x20x6" deep	12.00
18x22x5" deep	13.50
18x24x6" deep	15.00
20x24x6" deep	16.50
20x30x6" deep	18.00
22x30x6" deep	18.75

Other sizes, if desired, Made to Order

Fotoflood Lamp Outfit

Number 215



Especially designed for the popular 64-volt bulbs and the newer Fotoflood lamps. Outfit consists of a reflector of ample size and efficient design, cord and plug and 2-section stand. Notice the low price.

$6.00, complete with bulb, ready to use.

Double unit, stand, bar, clamps and two reflectors, $9.00.

Fotolight No. 115

Similar to No. 15, shown on Page 46, H. & K. catalog. Includes a 2-section folding stand. Although cheaper in construction and somewhat more bulky than No. 15, it is an efficient low price unit.

Complete without bulb, $10.00.

H & K Special Squeegee



Here is a useful accessory made to meet the request for a serviceable squeegee at popular price. We feel we have succeeded because the quality is there and the price is much lower than we quote on our regular line of imported squeegees. And how useful they are! Use them for your glossy prints, for mounting in Holliston Cloth, for wiping excessive water from your work table, when cleaning windows, showcases or even when you wash the family car. Notice the useful sizes.

8-inch	**$0.45**
12-inch	**0.75**

Don't delay, but order today.

Panchromatic Photography

Quoted from Photo Miniature No. 203

Panchromatic Photography is a modern method of negative making in which "color sensitive" plates or films, with a "light fllter" to control the light reaching the plate or film during the exposure, replace the "ordinary" and largely color-blind plates and films so long in general use. It is based squarely on the fact that while almost eevrything we photograph has color, the "ordinary" plates and films in general use are so sadly deficient in sensitiveness to the different colors in nature that they cannot give us either a truthful or complete record of any subject including color. Panchromatic material, as its name implies, is "all-color-sensitive" and so corrects this defect in the everyday photography we know.

How We See Color

When we look at a colored object or scene we differentiate, first the color contrasts or differences of hue; second, the saturation contrasts, or differences of vividness of hue; and third, the light and shade contrasts, i.e., relative brilliance or brightness of the different colors in the subject. These last, the light, intensities or subject tones, we may, for convenience, call color luminosities instead of light intensities. It is with these color luminosities that we are concerned in photography, not with color contrasts or saturation contrasts, except as these may affect the brightness of the color tones in the subject. Thus we recognize some colors as bright or luminous, e.g. yellow and scarlet, and others as dull or dark, as blue, violet and some greens.

Panchromatic photography has nothing to do with color as hue, and cannot give us a direct color record of a colored object or scene as seen by the eye. In this sense the terms "color sensitive" and "color sensitiveness" so often used in discussing panchromatic material are apt to mislead. What panchromatic material can and will give us is a monochrome record of a colored object in which the visual tone values of the subject will be correctly reproduced in the print. This the "ordinary" plate or film cannot do because of its lack of capacity to respond to all the different color luminosities or visual tones in the subject. The problem is thus seen to be unchanged from that of Hurter and Driffield's day, but we now have what did not then exist, viz., "color sensitive" photographic material capable of giving a correct reproduction in the silver tones of negative and print, of the color luminosities in the subject.

Analysis of Light

That which we call white light is, to put it precisely, composed of radiation of all wavelengths in certain proportions may be seen by examining a beam of sunlight with a spectroscope, in which the light, after passing through a prism, spreads into a broadened ribbon of many colors. This is known as a spectrum and displays the colors, in vertical bands of varying width and visual brightness, merging into each other in the following order, according to their respective wavelength: violet, blue, blue-green, green, yellow green, yellow, orange, bright red and deep red.

(Continued in November)

Bargains for the Photographer

LENSES —*all sizes, kinds, prices*

	Focus	*Speed*	*Price— New*	*Bargain Price*
4x5 Carl Zeiss Tessar in Compur Shutter	5¼ inch	F.4.5	$38.50	
3¼x4¼ Barre Portrait in Barrel	6 inch	F.5	21.00	**$12.50**
4x6 B & L Kodak Anastigmat in Compound Shutter	6⅞ inch	F.6.3	47.00	**20.00**
4¼x6½ B & L Series VIIa Protar in Acme Shutter (Wide Angle Lens)	6⅜ inch	F.6.3	90.00	**43.50**
4x5 B & L Zeiss Tessar in Barrel	6 inch	F.4.5	45.50	**27.00**
3¼x5½ Goerz Dagor in Barrel	6½ inch	F.6.8	48.00	**21.00**
5x8 Barre Portrait in Barrel	10 inch	F.5	36.00	**17.00**
5x7 Radar Anastigmat in Barrel	7¼ inch	F.4	64.50	**48.40**
5x7 Verito in Barrel	8¾ inch	F.4	42.50	**29.50**
5x7—1 C Tessar in Barrel	7 7/16 inch	F.4.5	51.50	**35.00**
5x7 Kodak Anastigmat	7½ inch	F.4.5	50.00	**32.50**
5x7 Rapid Rectilinear	8½ inch	F.8	25.00	**9.00**
5x8 Series II Velostigmat	8¼ inch	F.4.5	76.50	**38.00**
6½x8½—1 C Tessar in Barrel	9¼ inch	F.4.5	98.00	**66.00**
5x7 Verito in Studio Shutter	11½ inch	F.4	65.00	**24.75**
6½x8½ Emil Wide Angle	4½ inch	F.12	45.00	**19.00**
8x10 Series I Velostigmat in Optimo Shutter	9½ inch	F.6.3	88.00	**49.00**
6½x8½ Nering Wide Angle	6 inch	F.12	15.00	**6.00**
8x10 Goerz Portview in Automatic Shutter	12 inch	F.6.8	123.00	**49.00**
8x10 Gundlach Anastigmat in Betax Shutter	12 inch	F.6.3	68.00	**49.00**
8x10 Ilex Paragon in Barrel	12 inch	F.4.5	130.00	**90.00**
8x10 Cooke Wide Angle in Volute	6¼ inch	F.6.5	95.50	**35.00**
8x10 Verito in Studio Shutter	14½ inch	F.4	90.00	**45.00**
10x12 Montgomery Ward Portrait	16 inch	F.8	35.00	**15.00**
11x14 Verito in Studio Shutter	18 inch	F.4	111.00	**37.50**
11x14 Vitax in Studio Shutter	20 inch	F.5	200.00	**90.00**

Terms of monthly payment available

Bargains for the Photographer

7 D HANGING CARDS—5x17 inches. Printed in three colors to read —"Films."

Bargain Price, each ..... **20 cents**

3 B SIDE PIECES—28x28 inches. Made of 24 ply mat board. Printed and decorated in four colors with words—"Snap Another Picture."

Bargain Price, each ..... **60 cents**

NEWCO FLASH POWDER

SLOW—A slow burning powder for commercial work, where extreme detail is wanted.

UNIVERSAL—An all-around powder for portrait or commercial work, for pan or bag use.

BAG—For banquets and groups, made with flash bag or cabinets (not pan). Quite noiseless.

SPECIAL FAST—To be used in open pan only, to stop action.

Newco Flash Powder, 2 oz. **$0.75**

2 VICTOR FLASH BAGS—Electric ignited. These bags are used as a unit of 2, or one bag only can be loaded with powder.

Sold only as a double unit for **$45.00**

Used STUDIO CAMERA, with 5x7 and 8x10 backs of modern design. Bellows needs attention but if kept covered with focusing cloth, will serve. Supplied with one holder each size.

Bargain, as is, for only **$20.00**

4A STUDIO CAMERA, latest model. Used, but in best of condition. Supplied with 8x10 back and one holder. You can add backs of other size if you wish.

Bargain Price **$77.75**

7A STUDIO CAMERA with 8x10 back and one film holder and new bellows.

Bargain at **$58.50**

8x10 ANTHONY SCOVILLE CAMERA, old style, with new style 8x10 back and one holder.

Bargain at **$38.50**

ENAMELED OVERHEAD REFLECTOR, 20 inches in diameter, fitted with mogul socket for large lamp.

Bargain Price **$2.00**

16—13-inch MONEL METAL HANGER RODS for deep tanks. The lot for **$2.00**

2-Section WOOD SLIDING TRIPOD, with 7x12 head **$1.75**

12-foot TRIPOD. Looks like new.

Bargain at **$25.00**

ELECTRIC HEATER TRAY OR PAN for toning solutions, 12x14.

Bargain at **$9.50**

5x7—8x10 HARD RUBBER FIXING BOX.

Bargain Price **$2.50**

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**

(Can be purchased on terms.)

Bargains for the Photographer

PAKO BELT DRYER, electric-heated, fine condition.
Bargain Price **$65.00**

PAKO PRINT WASHER, large size, motor-driven.
Bargain Price **$70.00**

BACKGROUNDS 8x8 with 7-foot floor extension. Assorted designs. These are new backgrounds in original wrappers. Write for photos.
Each **$12.50**

1—8x9½x43 STONEWARE TANK ..... **$20.00 each**

CLOVER LEAF THUMB TACKS supplied in cartons, each containing 12 boxes assorted sizes, in green and gold. Intended for picture display, we offer a real bargain at **45 cents** a carton of 12 boxes.

RUSTIC POSING BENCH. Comfortable for one or two people.
Bargain Price **$3.00**

Are you in need of a settee for your reception room? We offer a bargain. Write for details of a real bargain.

PHOTOMAILERS
Notice These Reduced Prices

234—	5½x11¼,	per 100	$ .75
240—	6½x15¼,	" "	.75
246—	7½x15¼,	" "	.75
160—12	x18,	" "	3.25
162—13¼x17½,		" "	3.75

ALUMINUM SCOOPS

These useful accessories are actually necessary to anyone who handles any quantity of the bulky sodas such as Sulphite, Carbonate and Hypo. Well made with handle for convenient use.

12-ounce size **$0.95**
8-ounce size **0.75**

10x14 LIGHTWEIGHT FERROTYPE. (Squeegee) plates.
Bargain Price ..... Dozen, **$1.75**

THE IDEAL PLATE WASHING BOX

This washer is perfect in its construction. The water enters through the inlet tube and is carried to the bottom, and is then circulated over the whole area of the box, thus insuring uniform washing of the plates. It is then carried off through the outlet tube. Twenty 4x5 negatives can be washed in 15 minutes.

One of the many exclusive features is the patent lifting bottom, which can be lifted up as high as the bottom of the corrugations; this brings the plates above the top of the box so that they can be held by edge, thus removing all danger of scratching them. This washer is constructed of heavy galvanized iron throughout.

No.		Prices
0	for plates 3¼x4¼	$2.00
2	for plates 4x5 and 5x7	2.25
2½	for plates 3¼x5½	2.75
3	for plates 3¼x4¼ and 4¼x6½	2.75
4	for plates 5x7 and 6½x8½	3.00
5	for plates 6½x8½ and 8x10	3.00

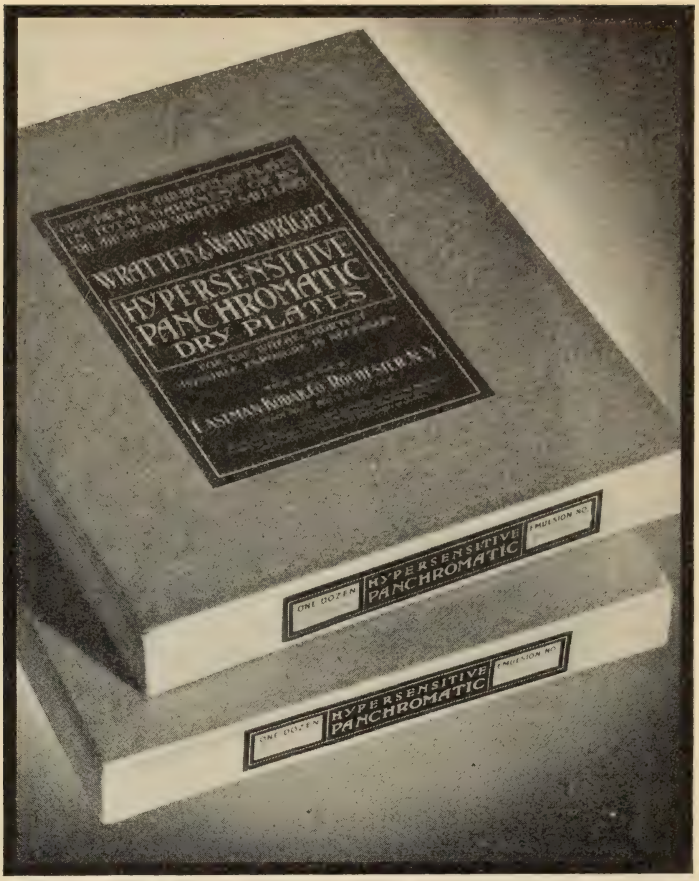
REXO COLOR FILTERS

Style A—requiring three times normal exposure.

For	1⅛	inch lenses	$0.75
"	3¼	" "	3.00
"	4	" "	3.25
"	4½	" "	3.50

Style B—for Panchromatic emulsions. Requires eight times normal exposure.

For	1⅛	inch lenses	$0.90
"	$1\frac{5}{16}$	" "	1.00
"	$1\frac{7}{16}$	" "	1.00
"	1½	" "	1.75
"	2	" "	2.00
"	2¼	" "	2.00
"	2¾	" "	2.50
"	3¼	" "	3.25
"	3½	" "	4.00
"	4	" "	4.50



Plates That Spell S-U-C-C-E-S-S

TASKS once beyond the possibilities of photography are now the everyday accomplishments of Wratten Hypersensitive Panchromatic Plates. The light is never too dull for outside work, fewer lamps suffice for difficult factory or other interiors, while night shots of sports or similar events are often secured without extra illumination.

Such speed is almost unbelievable, but it is made possible by this plate's extreme color-sensitivity which utilizes light that has little or no effect upon ordinary materials. Use these fast plates and increase your sales possibilities.

EASTMAN KODAK COMPANY Rochester, N. Y.



THE CUSTOMER *APPROVES*

A NEW development of the paper making art—a heavier, finer quality of paper stock—is now available in four new and beautiful Vitava Athena grades, G, H, P, and Q. They will give your portraits that indescribable refinement that discriminating patrons appreciate at first sight.

Vitava prints tell the whole story of quality—give complete customer satisfaction. Feature these new grades in samples and displays. Your dealer can supply you.

EASTMAN KODAK COMPANY Rochester, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. VIII NOVEMBER, 1932 No. 11



U. of C. vs. Santa Clara, Sept. 24, 1932

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

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VELOUR BLACK

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Practicability is responsible for its continued acceptance by portrait and pictorial workers today.

These photographers recognize three features as the essentials of practicability in large print making: Speed; Quality; Simplicity.

And find all three in Velour Black, in generous abundance.

Twenty surfaces in the regular and five surfaces in the contrast Velour Black.



Defender Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. VIII NOVEMBER, 1932 No. 11



INTRODUCING—
PETER AFANASIEFF

Because of the radio, American photographers are better acquainted with Russian music than any of the other Russian arts. You are familiar with the works of Rimsky-Korsakov, and other composers, but what do you know of Russian photography? Right here in San Francisco is a photographer who personifies the art of the old Masters of Russia.

Peter Afanasieff was born in Moscow, where he was a civil engineer. Photography appealed to him as an expression of his artistic temperament, and he studied it with all the thoroughness of the old school. Soon his pictures attracted attention wherever they were exhibited and were frequently awarded highest honors.

In 1917 he was in Siberia on an engineering commission, but also as a photographer. In fact, he was president of a camera club that had many enthusiastic members. As the revolution spread, he sought safety in flight and came to San Francisco, where he opened a studio at 2076 Sutter Street. His fellow countrymen welcomed him and gave him excellent support.

It was here that he met with an accident that almost caused him to lose his eyesight, when some acid splashed into his eyes. Temporarily unable to continue the studio, he sold it to Mr. S. Petroff, who had had a studio in Stockton.

Later Mr. Afanasieff opened another studio at 1812 Divisadero Street, San Francisco, some five blocks away. There is a bit of irony in the address, for it must remind him of another artist and countryman, Tschaikowsky, who wrote the immortal 1812 Overture. We are satisfied Mr. Afanasieff understands engineering, and even more satisfied that he is a capable and well trained photographer. We suggest local and visiting photographers call on him and cultivate his acquaintance.

We Thank Thee

for this place in which we dwell; for the love that unites us; for the peace accorded us this day; for the hope with which we expect tomorrow; for the health, the work, the food and the bright skies that make our lives delightful; for our friends in all parts of the earth, and our friendly helpers in this foreign isle. Give us courage and gaiety and the quiet mind. Spare to us our friends, soften us to our enemies. Bless us, if it may be, in all our innocent endeavors. If it may not, give us the strength to encounter that which is to come, that we be brave in peril, constant in tribulation, temperate in wrath, and in all changes of fortune, and down to the gates of death, loyal and loving one to another.

—Robert Louis Stevenson

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PENROSE'S ANNUAL, 1933. The standard handbook of photo-engraving and printing. Contains numerous valuable articles on the latest developments in all branches of photo-engraving, typography and photography. Profusely illustrated with full color and monochrome reproductions by all types of photo-mechanical processes. **Price, $4.00.**

THE AMERICAN ANNUAL OF PHOTOGRAPHY, 47th volume, printed on the finest coated paper and containing more than one hundred reproductions of the best American and foreign photographs of the year together with numerous practical articles, formulary and other information. **Price, paper $1.50, cloth $2.25.**

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PHOTOGRAMS OF THE YEAR 1932. The international annual of pictorial photography, containing selected prints from the best workers of all countries, with valuable criticism of the pictures and other interest text. **Price, paper $2.50, cloth, $3.50.**

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THE YEAR'S PHOTOGRAPHY. The annual number of the Royal Photographic Society's Journal with description and illustration of its annual exhibition of technical and pictorial photographs from all over the world. **Price, paper $1.25.**

DAS DEUTSCHE LIGHTBILD. A magnificent year book with nearly 200 beautifully reproduced photographs and a number of valuable technical articles in German with English and French translations. Last year's volume of this was undoubtedly the finest pictorial annual ever published. **Price, $4.00.**

KLIMSCH'S JAHRBUCH, 1933. This book contains valuable articles in German on the year's progress in photo-engraving and printing methods with beautiful monotone and full color reproductions by all the most beautiful processes known. **Price, cloth $5.00.**

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THE FIFTH INTERNATIONAL PHOTOGRAPHIC SALON OF JAPAN, 1932. Over 200 beautiful full page reproductions of photographs from all over the world, exhibited in Japan in 1932. **Price, $4.00.**

DEUTSCHER CAMERA-ALMANACH. A literary and pictorial year book containing valuable articles in German and many beautiful pictures. **Price, $2.00.**

PHOTOFREUND-JAHRBUCH. Similar to the last, but a little larger in size of page. Text also in German. **Price, $2.50.**

LUCI ED OMBRE. An annual of Italian artistic photography, showing only the work of the Italian School. Strong and masterly. **Price, boards $2.50**

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CESKOSLOVENSKA FOTOGRAFIE 1, 1932. This is the first volume of a new pictorial annual published in Czechoslovakia. Beautiful illustrations with work of a distinctive national school. **Price, $2.50.**

"WELLCOME" PHOTOGRAPHIC EXPOSURE CALCULATOR HANDBOOK AND DIARY. This photographic pocket-book includes the "Wellcome" Exposure Calculator, which tells correct exposure in any circumstance. Only ONE Scale to turn. In addition, the book is full of condensed photographic information with plenty of blank pages for records, notes and diary. Fitted complete with wallet and pencil. Size 3¼ x 5⅜. **Price, $0.75.**

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"NUF SED"

Says Mr. Clement Who Sent This Photo

This was the method adopted by Mr. E. C. Clement, 618 N.E. 32nd St., Portland, Oregon, to express this enthusiasm over the absolute purity and water-clearness of solutions obtained with Mallinckrodt Chemicals.

The solution to the left is M.C.W. Sodium Carbonate Photo, the middle one is M.C.W. Sodium Sulphite Photo, and the one to the right is M.C.W. Acid Pyro Crystals. That Mr. Clement went to the trouble to make and send this photo, speaks of definite satisfaction. (Thank you, Mr. Clement.) Had he said more, he likely would have pointed out the fact that each of the Mallinckrodt Photo Chemicals is made to act in perfect chemical harmony with the rest.

In order that you may test the advantage of this perfect harmony in photo-chemicals, we offer the following trial order—one to each photographer—postpaid to your studio for $2.00—

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

(Write direct to Home Office, St. Louis)

Mallinckrodt
CHEMICAL WORKS

Second and Mallinckrodt Streets - - - - - St. Louis, Missouri

Chicago Philadelphia Toronto Montreal New York

BEATTIE'S PORTOPAN FLOODLITE

These features, unique in a portable lamp, contribute to its remarkable efficiency.

MORE VERSATILE

The Portopan uses four Photofloods, four 500 watt Mazdas or two of each, the single switch permitting all to be burned at a low (focusing) speed, two only at full, or all four at full speed. For very large groups or interiors, two of either type of lamp may be used with Photoflash, the high speed serving to ignite the latter when ready.

BETTER LIGHT QUALITY

Diffusion is accomplished both by reflection and transmission. The light area of 16 by 21 inches is effectively increased by either of the twin deflectors, carrying the light around into the shadows much as with the large studio Floodlite Odeta.

COMPLETE LIGHTING CONTROL

Twin deflectors and drapery screen serve to increase the spread and covering power of the light, and are quickly adjusted to control the illumination on back of head, background, the near end of a group, hands and draperies—and make it a simple matter to accentuate the center of interest in commercial or portrait work.

SIMPLER TO MOUNT—AND DISMOUNT

The roller curtain is installed at factory, and need never be removed. The folding stand locks within the lamphead, with room to spare for cable and extra lamps; deflectors lock to form the cover. *The Portopan becomes its own carrying case.*

Large glides eliminate all the "shimmy" of casters on folding stands—steadier at full height—yet slide over all types of floor, without scratching polished hardwood or digging into thick carpets.

Built of fender steel, the Portopan will withstand continued rough handling. The heavy duty switch is reciprocating—and is mounted to prevent breakage. Wiring is oversize—interior wiring, asbestos insulated.

Finished in baked aluminum enamel—or dark green crackle. Weight, complete, 24 pounds.

Price, less lamps, **$82.50**

Write to Hirsch & Kaye for photo of this new lamp,
or see it on display in our sample room.

Terms of monthly payment are available.

1932 CONDITIONS

demand, of the portraitist, the ultimate in quality, in artistry, in beauty throughout his work, if the prospective purchaser of portraits is to be impressed with the desirability of making Christmas gifts in this form.

To the finest negative it is within your power to produce, add the finishing touch which says, "The best!" Let the most beautiful warm tone portrait paper made bring the fine details of your technique and craftsmanship into the prominence they deserve.

Sample prints are available in

GEVAERT
ARTEX
PROJECTION
or
CONTACT
for prideworthy portraiture

The Gevaert Company of America, Inc.

423-439 West 55th Street
NEW YORK

Chicago
160 E. Illinois St. at Mich. Ave.

Toronto
347-349 Adelaide St. W.

All Gevaert Products can be obtained through Hirsch & Kaye, San Francisco

Business is Getting Better

Gains in Retail Sales Trace Rise in Consumer Buying

Increased consumer buying, more than seasonal in volume, other than seasonal in character, is now down in black and white in the retail sales figures in a way that is convincing manufacturers, wholesalers, and retailers themselves that the upward turn in business has really come.

Food chains, the last to feel the pinch, were the first to register the change.

Their 1931 turnover was well under the 1930 total and their dollar sales continued the decline during the first 7 months of 1932. The July, 1932, sales of a representative group of chains, operating nearly 30,000 stores, dropped 17.5% below those of July, 1931, the most drastic dip on the toboggan.

Their upturn started with August, when sales were only 14.1% below those for the same month of 1931. In September the recovery carried them to within 11.5% of last year's September total.

Drug chains paralleled the food chains' performance. After the decline had let their sales down to 22% below the 1931 figure in July, the trend turned upward. August ran only about 20% under the same month of 1931 and the September sales were within 16% of September, 1931.

The variety chains, operating 5c, 10c, 25c to $1.00 stores, did not reflect the improvement in buying until September. Due to their ability to broaden the range of merchandise carried, and thereby their opportunity for making sales, this type of chain came through the last 2½ years with comparatively small losses in volume, until April, 1932.

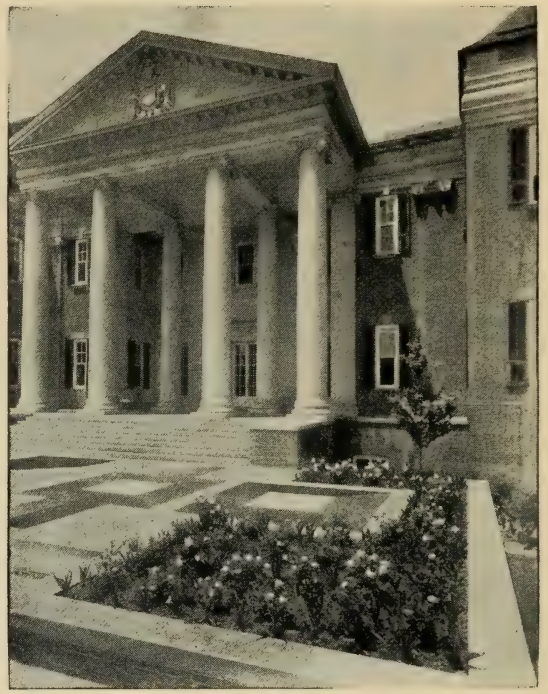
September Changed Outlook

For the first quarter of 1932, sales of the 3 largest chains in this group were only 5% below the level of the same period of 1931. The drastic loss in volume started in April, continued through August which showed dollar sales 17.9% under the August, 1931, mark. In September these chains recovered over 25% of their loss, sales were only 12.5% below 1931, and totals for October are expected to approach still closer to the 1931 figures.

Retail sales of shoes as reflected by reports, staged a recovery in September as spectacular as the decline in previous month. Buying had been 37% below the 1931 point in August. In September it bounced back to a point within 22% of 1931's showing.

Particularly significant is the improvement in sales by department stores. Totals reported to the Federal Reserve Board by over 500 stores located in over 200 cities declined almost steadily until July found sales by these stores 25% below those for the same month of 1931. Their August sales were only 26% under 1931 levels and September's came up to within 18% of the total for the comparable month of 1931. For the first 14 days of October department store sales in the metropolitan area of New York stood only 13.9% below the showing for the same period of October a year ago.

(Continued on page 11)



THE BRITISH EMBASSY, Washington, D. C.
Photograph by Harris & Ewing

3 ANASTIGMATS FOR ABOUT THE PRICE OF ONE

RIGHT now you can buy the world-famed Wollensak Velostigmat—three superior anastigmats in one—for little more than the price of a single lens.

Either of its long-focus single elements may be used alone. Like the doublet, each is fully corrected. Triple-convertible feature provides superb telephoto effects—truer perspective—larger images. These highly-valued lenses sell themselves, by the sheer glory of their negatives. Test these masterly anastigmats yourself, on trial. Write today for offer on Series Ia Velostigmat, f 6.3—f 7.7.

WOLLENSAK OPTICAL CO.

ROCHESTER, NEW YORK

Business is Getting Better

(Continued from page 9)

The two big mail order houses also report definite improvement, though sales totals have barely begun to reflect it. Sales of Sears, Roebuck & Co. and Montgomery Ward & Co. combined took the farthest dip in August when the totals were 24.1% below the 1931 point. September volume was only 23% under that of a year ago. Considerable importance is attached to the fact that both mail order houses have found sales in rural districts coming back considerably sooner than in urban territory, where betterment is now under way.

Independent retailers in numerous cities report similar improvement. This advance in sales along the entire retail front seems to be directly and wholly attributable to a recovery of consumer confidence and nerve. Price cuts designed to lure volume by bargain bait have played no apparent part in it. It became evident some months ago that cheapness in price—and cheapness in quality—had lost all power of attraction. Month after month the public continued to cut down its purchases toward the level of immediate necessities, heedless of bargain offers. At the same time there have been no recent price increases to stimulate buying in anticipation of further increases. Fairchild Retail Price Index made no sudden August dip in the steady decline that continued right through that month and no more than held the August level during September.

This information quoted from "The Business Week", issue of November 2, is of interest to photographers, because any increase on consumer purchasing will directly and indirectly affect photography.

CHANGE IS INCESSANT

In an address, C. F. Kettering, of General Motors Corporation, observed that change is incessant and that those who wait for things to "settle down" will wait in vain.

"All the way along the road of life people are looking for park benches where they can sit down and rest," he said. "There is only one place where there are any park benches, and that is immediately in front of the undertaker's office."

He asked his audience to remember that two and a half million people are born in this country every year. In ten years 25,000,000 new people come in who know nothing of what the older generation thought was good or bad. At 26 there are as many people younger than ourselves as older. At 40, 80 per cent of the people are younger. Those who serve these young people must have their new point of view. They must be willing to scrap old ideas, old methods, old ways. That is the price of progress.

YOU'LL BE HAPPY . . . .

once you start using Hammer-made emulsions for your negative making. You will discover in your prints the quality that pleases you and, better still, satisfies your buying customer. Hammer emulsions have never departed from the top standard of uniformity and dependability.

Their freeness from fog makes possible a registering of tone value and puts into your prints a truer rendering of the image you have seen on the ground glass. Hammer emulsions make your work easier.

PORTFOLIO OF PRINTS will be mailed free.

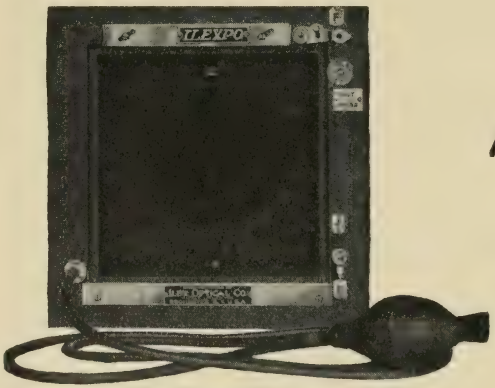
Send name and address.



HAMMER DRY PLATE CO.

161 West 22nd St.
NEW YORK CITY

3547 Ohio Avenue
ST. LOUIS, MISSOURI



Prices with Fast Speed

9x 9	$30.00
10x10	32.00

NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

See Our Frames

Photographers who visit our establishment are now invited to see our complete line of frames for which display space has been made available on the Third Floor. Here we can show you the full line of metal and miniature frames as well as our popular wood frames.

It is really worth a trip to San Francisco to see these frames. The display is so arranged that you can readily compare any one frame with any other style, and because of the importance of frames to your entire sales policy, we urge you to come and see the display which has been prepared with considerable effort for your convenience.

←❖→

Agreed

An amateur photographer who has had excellent results with his Rolleiflex camera wrote to tell us of his satisfaction with the camera, and expressed a sentiment that will appeal to professional photographers. Perhaps there is something in this sentiment you can use as a slogan. He writes:

"I believe this investment in cameras has more than returned itself, not in cash, but in priceless little things that are beyond counting. A roll out of the Rolleiflex, shot at a curly headed, one-year-old visitor as he waddled around here, all unconscious, will be someday, to the mother, the equivalent of having stopped the hands of time and kept the little one a baby; a thing that all mothers often pray to do."

←❖→

As business comes back it will have an aspect which all sellers of goods, including photographs, will do well to prepare for. Returning public confidence will display itself, not in eagerness to buy, but in willingness to be sold.

The Front Page

The action picture on the front page of this issue was made during the California-Santa Clara game, September 24, 1932. The picture was made by George L. Merwin, Berkeley photographer, during the second quarter of the game, approximately 3:00 p.m. Needless to say the picture was made with an Auto-Graflex camera fitted with F3.5 8¼" Heliar lens. The exposure was 1/680 of a second at F4.5. Eastman Supersensitive Panchromatic film was used for the negative and the print enlarged on Gevaert Vigorous Novabrom.

←❖→

Credit

Credit is granted because the grantor has confidence in the willingness and ability of the purchaser to pay on terms as agreed upon.

Credit has been described as spelled with six letters C:

Confidence
Character
Capacity
Capital
Collateral
Cause

Credit is the business man's greatest asset and should not be abused.

←❖→

A camera without film is like a car without gas. Both need filling up before they can get anywhere.

←❖→

When good displays go in the window
Good customers come in the door.

←❖→

We like to elaborate on our service —in type—because we like to elaborate on our service—in fact.

STUDIO FOR SALE

Large, modern, well-equipped studio in choice residential business district of San Francisco. Established 20 years and well known.

Box 2314 "THE FOCUS"

G. E. PHOTO FLASH BULBS

In Lots of 18—
$3.00 *Net*

Order from—
HIRSCH & KAYE

STUDIO FOR SALE

Located for some time in large San Joaquin Valley city. One of the best known studios in this part of state. For detailed information write to

Box 2315 "THE FOCUS"

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE
have them.

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



3 SIZES
10, 17 & 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

APEX
for
PORTRAITS

SIX APPEALING NEW SURFACES

J—White Platinum Lustre D.W.
Just enough sheen to give the print "life."

B.B—Cream Half Matte D.W.
A pleasing velvet-like texture.

B—Semi Matte D.W.
A surface for all purposes.

K—Buff Platinum Lustre D.W.
A delightful mild buff—modified texture and sheen.

Y—White Silk D.W.
A splendid surface for school work.

X—Buff Silk D.W.
A mild buff stock—fine texture.

PRICES

4 x 6	Gross	$2.00
5 x 7	Gross	2.95
8 x 10	Gross	6.50

HIRSCH & KAYE *have it*

Eastman Safety Ortho Press Film

Here is a new film made by the Eastman Kodak Company which will be of great interest to press photographers and to commercial men. The new film is highly orthochromatic, has great speed and is distinctive for its non-halation property.

The new film is especially sensitive to green. The film is backed with a red coating which completely absorbs the rays which would otherwise cause halation, but the non-halation backing need not concern the photographer for the backing is dissolved in the developer. The new film is available at Par Speed list, less your usual discount based on the quantity ordered.

←❋→

Metol Poisoning

An English photographer claims to have found a way that will entirely overcome skin irritation when he uses a developer containing Metol. After he has removed his hands from the developing solution, he rinses them for a minute or two in a solution of one teaspoonful of Lysol in about a pint of warm water. This is a simple remedy that is worth a trial.

←❋→

Does This Mean Anything To You?

Passengers on the Varney Air Lines are now given a small rotogravure folder which shows in consecutive order the outstanding scenes that will be passed by the passengers in their flight. Not only is this an interesting souvenir collection of aerial photographs but it helps passengers to know just where they are at all times during the flight.

Somebody made these pictures. Are there similar opportunities in your vicinity?

How Many Do You Wish?

Last month we mentioned several contests to be held this winter by popular magazines which will increase your sale of film, finishing service and Photoflash bulbs. To remind your customers of these contests, the manufacturers of Photoflash lamps and Photoflood lamps have prepared stickers to be placed on your developing and printing envelopes or to be placed right on your film. These stickers are attractive in appearance and are furnished in sheets containing sixty stickers, the size of each being 2 x 3 inches.

Here is helpful sales material which we offer you without cost. Tell us how many sheets of stickers you would like to have and we will send them.

Suitable window cards of novel design are also available on request.

←❋→

Automatic Photo Engraving

An automatic engraving machine has been designed and is actually in use. The controlling element is a photo electric cell which controls the action of the engraving knife. The degree of highlight or shadow in the picture from which the engraving is to be made actuates the cell which in turn controls the engraving tool.

The machine is so simple in operation that an inexperienced boy can operate it. At a recent demonstration a photograph of the audience was exposed, developed and printed and a newspaper halftone made in a matter of a few minutes.

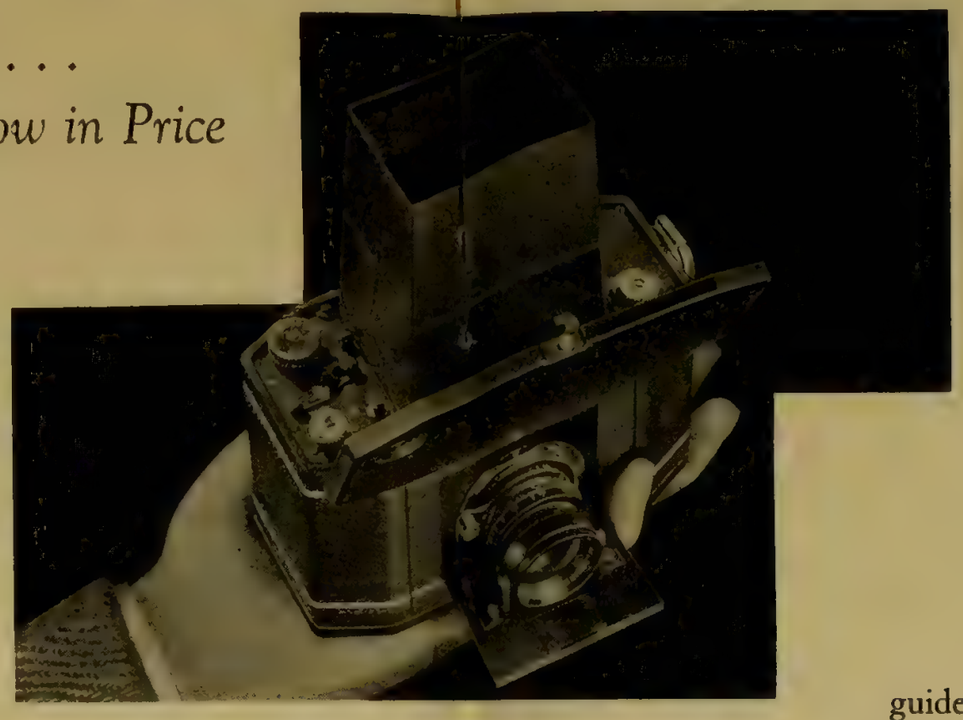
←❋→

Eastman Fifty Plates

The popularity of Eastman Forty Plates has led to the introduction of a new high speed plate fully graduated in tone value. Eastman Fifty Plates are offered at the same schedule of prices you have paid for Eastman Forty and similar plates.

THE NEW NATIONAL GRAFLEX

Compact . . . Smart . . . Simple . . .
Light . . . Low in Price



THE NEW NATIONAL GRAFLEX is real news to precise picture-makers. All the recognized Graflex principles—plus many added capabilities—make it the outstanding camera offering of the entire year. In fact, it is problematical if another camera incorporating so many factors directed toward better picture-making is available. For never before have focusing and exposure guesswork been so completely dispelled . . . or finer prints and better enlargements been so assured . . . or such low cost in both purchase and operation been offered.

Folmer Graflex Corporation is presenting just in time for Christmas shoppers—this new National Graflex, one of the greatest progressive moves toward finer photography in two decades!

This newest member of the Graflex family retains direct, full-vision focusing through the lens that takes the picture . . . retains swift, dependable focal plane shutter, with temporal variations instantly available from slow speeds through speeds adequate for stopping the most illusive action . . . retains Graflex precision and lifelong construction.

But, the National Graflex goes much farther. It provides in addition . . . a new economy, securing ten full-sized pictures, size 2¼"x2½", on inexpensive No. 120 roll film . . . new speed with a Bausch & Lomb Tessas lens, Series IC f.3.5. . . . new microscopic focusing with built-in magnifier available for selective use over the ground glass viewing field . . . new film winding ease with visible film measuring meter and automatic stop . . . new built-in exposure guide, exclusive with Graflex, which eliminates all computations, speeds up picture-making, accurately matching exposures with seasonal and daily conditions . . . new simplicity of operation, with all factors in picture-making in full eye view while camera is in picture-making position . . . new, almost unbelievable, compactness—barely a handful . . . new remarkable lightness . . . new beauty and smart, modern appearance with controls fully closed, eliminating any need for carrying case.

And . . . National Graflex sets a new price pace for reflex cameras . . . for this neat camera sells, tax paid, at a new low price for Graflex cameras.

SPECIFICATIONS

Over-all size 5⅜" x 3$\frac{9}{16}$" x 2$\frac{9}{16}$". Picture size 2¼" x 2½". Lens: Bausch & Lomb Tessar Series IC *f*.3.5. Focal length 75mm. Closest working distance at *f*.3.5., 3½ feet.

Price $67.50

Graflex Cameras can be purchased from
HIRSCH & KAYE
On Terms of Monthly Payments.



Eye-level "shooting," used for natural verticals, overcomes shoulder high barriers as well.





A new compactness, concealing all parts for carrying, eliminates case.



Now Ready: The Sharman Tripod

The Sharman tripod, product of months of study and research, is now available in our stock. This unique tripod is made by a man who has used tripods and knows what is expected of them. The legs, for instance, are each equipped with a single die-cast aluminum knob, which is located at the top of the movable section of the leg. This feature makes it unnecessary to stoop over when adjusting the tripod; moreover, only one hand is necessary for the operation, which leaves the other hand free to hold the head of the tripod.

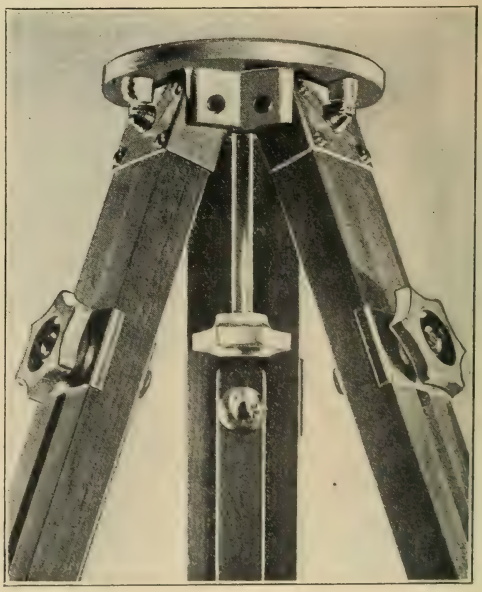
Another desirable feature is a small screw, located at the top of each leg, which by pressing against the head prevents the tripod from spreading past a certain point. This prevents the tripod from being upset, and avoids the use of chains, or cords attached to the legs. The tips of the legs are of a special canvas-rubber construction, similar to the tread of a tire. These hold well on surfaces of almost any kind.

Length closed, less than 32 inches.
Length, extended, more than 55½ inches.
Weight, just three pounds.

The tripod is priced modestly for $8.50. It is designed to fit any make of pan and tilt head, or any still camera.

You'll be happy with a
SHARMAN TRIPOD.

Order today from
HIRSCH & KAYE



Panchromatic Photography

(Continued from October Issue)

If we examine the beam of sunlight with a thermopile, an instrument responsive to all radiations irrespective of their wavelength, other radiations, invisible but chemically active, will be found beyond the limits of the visible spectrum. Thus beyond the violet we have ultraviolet and X-rays; at the other end of the spectrum we have infrared radiations.

These radiations, visible or invisible, can be measured, the unit of measurement being either the millimicron (mu) equal to one millionth of a millimeter, or the Angstrom Unit (A.U.) equal to one ten-millionth of a millimeter. The radiation of shortest wavelengths visible to the normal eye is 400 mu (violet), and the longest 700 mu (red). Thus it is seen that the visible spectrum comprises radiations of wavelengths extending from 400 to 700 mu, which for convenience here we may divide into three regions: blue-violet 400 to 500 mu; green, 500 to 600 mu; and red, 600 to 700 mu. The mixture of these three, viz., blue, green and red in equal proportions, if superposed by projection on a screen, will produce white.

Incandescent Tungsten. Owing to the deficiency of this form of light in those radiations (blue-violet and blue, 400 to 500 mu.) to which "ordinary" emulsions are most sensitive, it has not hitherto been generally used in photography, but the introduction of panchromatic material has given it a foremost place in modern practice because it contains an abundance of the yellow, orange and red components of white light (500 to 700 mu) to which panchromatic plates and films are sensitive. It has the special advantages of cleanliness in operation, freedom from obnoxious fumes, ease of manipulation and portability and constancy (without interruption) of intensity and quality. Color temperature at 110 volts 2900 K.

Carbon Arc. The spectral distribution of radiation emitted by the ordinary carbon arc, when used with hard-cored carbons on direct current, approximates that emitted by a black body at 4000 K., which makes it a practical form of light for use with panchromatic material with an appropriate filter to depress the excess of blue-violet light. When used with alternating current it is found to be noisy in operation and less reliable in intensity.

High Intensity Arc—Sun Arcs. The carbons used in arcs of this type are an extremely hard shell of carbon, with softer cores, impregnated with the fluorides of cerium and thorium. The color of the light emitted by this source fairly approximate that given by a black body at 5400 K. As noon sunlight matches black body radiation at this temperature, the light given by such arcs closely approaches standard white light. It is therefore rich in blue and blue-violet radiation, and has been most largely used in motion picture photography, commercial work and studio portraiture.

(Continued on page 23)







Our Salespeople Tell Us

The **Oyama Studio** in Sacramento is now located in new quarters at 1310 Fourth Street.

♣ ♣

Last month we reported that **James Donnelly** had broken the cycling record between Santa Barbara and Ventura. Not content wth this record, Mr. Donnelly now is after the record between Santa Barbara and Los Angeles. The present record is 6 hours and 42 minutes, which he expects to reduce to 5 and ½ hours. Incidentally, Mr. Donnelly submitted a picture during a work-out at which he was doing 45 miles per hour. To qualify for motorcycle pacing, one must step on it to the tune of 40 miles an hour or more. That's traveling.



♣ ♣

The **San Joaquin Camera Club** is the newest organization of its kind. The future of the new Club looks most promising if we may judge by its list of officers and members. A Salon of pictorial interest was held at the Haggin Memorial Building in Stockton and attracted much attention. Photographers in the San Joaquin Valley who desire to join should communicate with us for additional information.

J. P. Graham, Del Monte photographer, will leave for Alaska where among other events, he hopes to bring back some reindeer for a private collection.

♣ ♣

Haas & Schreiner announce the opening of the Roof Studio at 625 Market Street, San Francisco. Mr. Schreiner was formerly of the firm Stroupe & Schreiner, well known commercial photographers.

♣ ♣

Mitchell W. Allen of San Luis Obispo received high honors with his print, "Breaking Wave," which was displayed in Los Angeles for the All American Salon.

♣ ♣



E. F. Martin is now located in his new studio at 417 G Street, Eureka. Mr. Martn's biography appeared in the August issue of "The Focus."

♣ ♣

The **Peterson Studio** in Tacoma has moved from the Puget Sound Bank Building to a ground floor location on St. Helen's Street. Furnishings and equipment are new and quite up to date.







Our Salespeople Tell Us

Louis J. Stellman has probably as complete a collection of pictures of San Francisco's Chinatown as anyone. A few days ago while walking through Chinatown, an old Chinaman stopped him and said, "I know you. One time you messenger boy."

Mr. Stellman did not recall any such service, but finally the explanation dawned on him. It seems that some years ago, Mr. Stellman would wander about Chinatown and frequently went into places where he was told it was not safe. He carried with him a delivery book such as was used by Western Union messengers, and had placed a fake telegram in the book. It was marked, "Collect, $2.50."

When prowling around some place and challenged by a Chinaman, young Stellman would pull out the delivery book and ask for Ah Sing. When the Chinaman saw "Collect, $2.50," he would say, "No savvy." And so, some 30 years later, this old Chinaman who apparently had asked Mr. Stellman "What you want?" still remembered him as the "messenger boy."

♠ ♠

Robert Bethel of Sacramento reports that his "four for a dime" pictures are popular, which reminds us that we have a camera of this kind on display if you wish to see it.

Word comes to us that a studio in Idaho is accepting wheat in exchange for photographic work at the rate of $1.00 per hundred pounds. That may be all right if the photographer, as in this case, has plenty of storage space, but we wonder how soon stockhouses will be asked to accept wheat, pigs, chickens or what have you in payment of film and other supplies. Yes, it's a great age we're living in.

♠ ♠

Armistice Day is quite a holiday if we may judge by the number of people who took advantage of the opportunity to spend the week-end away from their studios. Among those who were not at home were **Mr. and Mrs. Cove Martin, Mr. and Mrs. Fred Schneider, Jr., Mr. and Mrs. Fred Schneider, Sr.,** and **Mr. and Mrs. George Schneider,** all of Stockton. **Mr. and Mrs. H. Sackrider** of Marysville also took advantage of the holiday.

♠ ♠

The regular monthly meeting of the **San Joaquin and Sacramento Valleys Photographers Association** was held on November 19, one week later than the usual time. No doubt the absentees mentioned in the preceding paragraph evidenced the decision to hold the meeting at a later date.



Made in the Following Popular Sizes

No. 2.....	5½ x 7½		*No. 8.....	10½ x 15	
No. 3.....	6¾ x 8¼		No. 9.....	6¼ x 9¼	
No. 4.....	7½ x 9½		*No. 10.....	7½ x 11⅝	
*No. 5.....	8¾ x 10½		*No. 11.....	8½ x 11½	
*No. 6.....	10¼ x 12⅜		*No. 12.....	13	x 17½
*No. 7.....	12¼ x 14½		No. 14.....	16	x 20¼

*Packed in cartons containing fifty.

The New INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with superstrength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions.

For panchromatic the ratio of Mazda wattage to mercury is two to one.

Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.
SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE



PUTZ POMADE

PUTZ POMADE is a smooth working friction reducer. As a local reducer this preparation is without a peer. It is applied with a soft cloth or tuft of cotton. Since the action is purely mechanical it is entirely at the command of the retoucher at all times.

We offer the preparation in convenient three ounce tins for 25 cents each.

Panchromatic Photography

(Continued from page 19)

Flame Arcs. The carbons used in arcs of this type are very different in character, having cores which are impregnated with various metallic salts, resulting in white, yellow and red radiation, the White Flame and so-called Panchromatic O arcs being the most used in photography. Panchromatic O carbons are especially favored for studio portraiture, the spectral quality of the light enabling the worker to dispense with exposure-increasing light filters.

Mercury Vapor (Cooper Hewitt) Lamps. Although highly valued and widely used in photography where the correct rendering of the color luminosities of the subject may be disregarded, the light given by mercury-vapor lamps is deficient in red radiation, and so not adapted for use with panchromatic emulsions, which are especially red sensitive.

On the other hand it has been found that this deficiency can be overcome by combining with the mercury vapor lamp an auxiliary light source rich in red, orange and yellow radiation. Thus a composite equipment, consisting of rows of incandescent tungsten lamps, placed between or alongside the standard mercury vapor tube bank, has long been used in American portrait studios as providing a thoroughly satisfactory lighting for use with panchromatic material. Similarly the combination of the mercury vapor lamp with the new Neon high intensity light promises to give a light well adapted for use with panchromatic plates or films.

The complete article is available in Photo-Miniature No. 203, price 40 cents a copy



Electric $9.50

"Measured Time"

Electric

Accurately times periods from one second to two hours. On a predetermined minute, gives clear-toned signal, loud or soft, long or short. Conveniently set from the front. A credit to the most attractively appointed laboratory, workroom, or office. In rich black, or ivory.

Alternating current only. Standard 110 V. 60 C. Other cycles special.

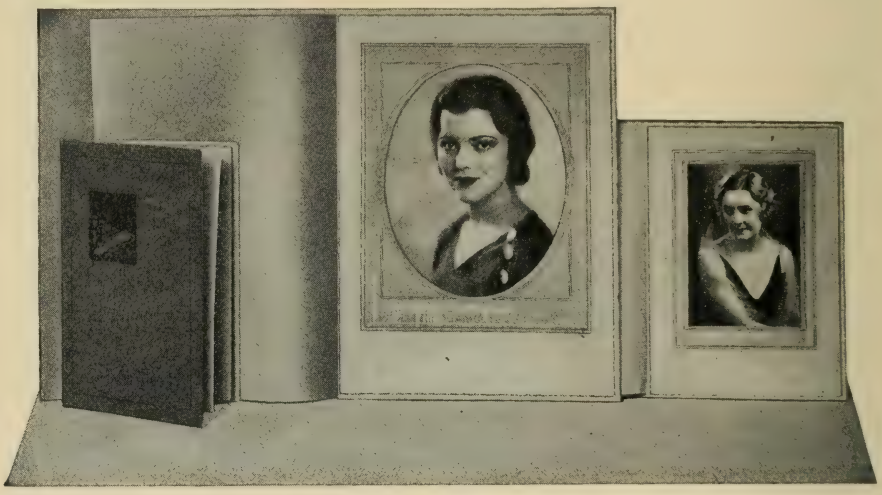
Hirsch & Kaye Have It

NOW . . . MORE THAN EVER BEFORE IS THE TIME YOU NEED NEW, BRIGHT STYLES!

Every alert business catering to the public is making more than strenuous efforts to show *something new* to the new season's buyers.

The studio owner should do likewise by taking advantage of featuring the *T. L. fall line.*

For instance . . . One of the styles is listed below.



THE DECO-ART

A new mode inslip folder style—distinctive in the rich quality of stock and impressive design. The Alpine rag stock and the softly blended design—in strict keeping—impart to your best pictures that extra touch of value and set off your portraits to the best advantage. All edges soft downy deckled—extra weight fly-leaf.

Show this style first with the LOUIS XIV—if your customers want something "less expensive" our fall styles offer you fine mounters such as the RICHMOND, NEW YORKER, and easel type styles such as the BARONET and REGAL to help close the sale.

Color: Dove and cream duplex, for all tones.
In sizes 4x6, 5x7, 8x10 square and 8x10 oval.

Sample for 15 cents. Studios should show this fascinating style.

SAMPLE OFFER F-204

It is not necessary to put in large quantities but do not try to do business in these times with last season's styles.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

Now that election is over Ill be out of politics for a while.

Maybe its just as well. The firm needs me to handle all the prosperity were gonna have.

Weve all been waiting to reach that famous corner. Its my guess we got there on the eighth.

Youll want lots of snappy service in the next few weeks and were all set to give it to you. All we ask is that you give us a break by giving us all the information we ought to have.

Take flash powder — theres several kinds. One kind, when it goes off goes sh-sh-shoooo. Another kind goes POOF and another kind goes B-A-N-G! So be sure to tell us.

Then theres the new fillums. Do you want super speed, or fillum like me—supersensative and extra fast?

Now you take frames. Weve got all kinds and sizes. There good, too. Dont go any place else to get framed, let us do it. But tell us—gold or silver, the size, and what have you?

When you order a camels hair brush, be sure to give us the size of your camel.

Going to a banquet? Order some Vegetable Glue and keep the peas from falling off your knife.

But don't expect a dry mounting press to make wine.

Ive been looking over the H & K catalog. Bet thats more than youve done lately. Lots of wonderfull things in it.

I see we have filters what will keep out the whole sky. Aint that sumpthin!

Got any bees? We got a Bee Meter on Page 35 so you can measure them.

You dont need a permit to carry a Victor Flash Gun.

Dont tie a string around your finger. Use a Hawkeye Reminder. If youre too tired to wind it up, well sell you a dandy electric model.

And weve got handkerchiefs thats been to college. At least they call em Yale Cloths.

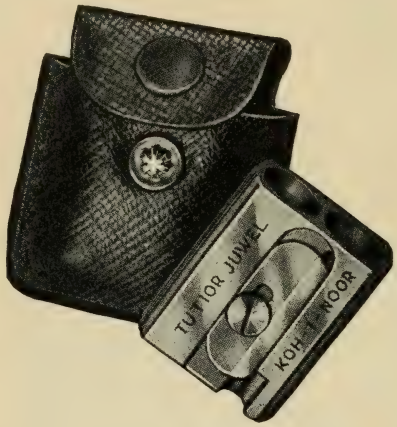
Having trouble with your paper? Hypo will fix it.

Now turn to Page 112 and watch a lantern slide box.

—Jerry

Tutior-Juwel Pencil Sharpener

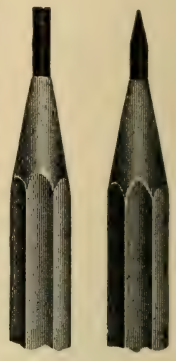
DOUBLE BARREL—TWO BLADES



One blade cuts away the wood. The other points the lead.

It is easy with the Tutior-Juwel, the Draftsmen's sharpener, to correctly point pencils without waste of time or pencil.

The wood is cut away with the larger blade, exposing as much lead as wanted. The smaller blade shapes the point.



The Tutior-Juwel is made of heavy brass, the two blades of fine steel being adjustable and renewable.

Each sharpener is put up in a leather pouch with a snap fastener.

Price 50 cents. **Extra Blades 15 cents, set.**



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

A SALESMAN

A salesman is a fellow with a smile upon his face,
And a word of cheery greeting as he goes from place to place.
He devotes his time and effort from an early morning start,
To meeting folks and talking what is nearest to his heart.

He lives a life of service and he gains a host of friends,
For he's never actuated by base and selfish ends.
Each day he calls on people with the only thought in mind,
Of the good that he is doing for the prospects he can find.

He raises living standards with the things he has to show,
As he calls the folks' attention to the things that they should know.
He never stoops to offer any piece of merchandise,
That will not perform a service consistent with its price.

He meets his competition with a friendly, kindly word,
And he never speaks with malice of the things that he has heard.
He is sure the thing he's selling brings a lasting benefit,
Far greater than the profit that he makes in selling it.

He's secure in his conviction that his effort is worth while.
So he buckles in each morning with an everlasting smile,
Bringing work to men in factories whose families depend,
On the daily sales production of their genial happy friend.

(Ben Allen, in Forbes Magazine)

CHARCOAL BLACK

AN UNUSUAL PAPER *for* PROJECTION PRINTING

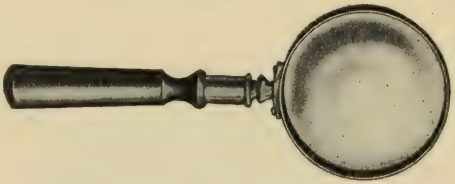
Designed for those who wish their prints to command attention and produce new business

Grade A—Thin White Drawing
Grade B—Medium White Drawing
Grade C—Cream Charcoal
Grade D—White Rough Whatman
Grade E——Medium Cream Drawing
Grade F—Very Thin Opalene Parchment
Grade G—Very Heavy Opalene Parchment

New Prices: 5x7 $0.65 per dozen 8x10 $1.50—11x14 $2.95

Order from HIRSCH & KAYE

Retouching Glasses



These lenses are double convex of white glass, and accurately ground to suitable foci. They afford a very bright image of moderate magnification, just right for fine retouching. The lens is securely incased in a nickel rim and the handle is of black ebonized wood.

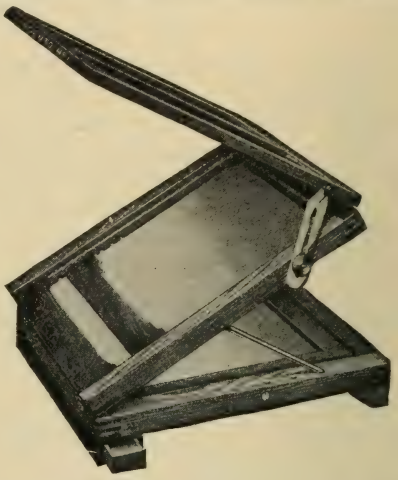
2 inch lens	$2.25
2½ inch lens	2.75
3 inch lens	3.25
3½ inch lens	3.75
4 inch lens	4.50
4½ inch lens	5.00

Reducing Glass

Used by artists to visualize the reduction of photographs, drawings and other illustrations. The double concave lens is 3 inches in diameter.

With scale marked on lens, each	$7.50
Without scale, each	3.00

R.O.C. Retouching Desk



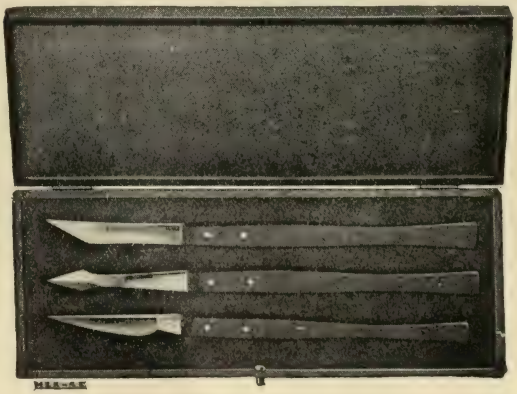
A favorite type with the professional, as it is exceedingly simple to adjust and folds compactly when not in use. Equipped with reflecting mirror and drawer for holding pencils and etching knives.

R. O. C. Retouching Desk $6.00

Retouching Pencils

Castell—6B to 8H	15 cents each
Kohinoor—6B to 9H	15 cents each
Venus—6B to 6H	15 cents each

Damascus Etching Set



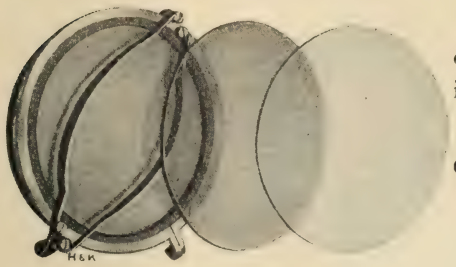
This set, which consists of three knives, is designed for every phase of etching, from the finest hair lines to the broadest sketchy effects.

The knives are contained in a substantial cloth-lined case. They are made of the very finest steel, tempered to exactly the right degree of hardness, carefully ground and edged; they have ebonized wood handles.

Price $2.25

Bargains for the Photographer

BARRE COLOR FILTERS



A most convenient and practical color filter. It consists of three screens made of optically plane glass, light, medium and dark, increasing the exposure three, six and ten times, respectively, when used with Orthochromatic or similar color sensitive plates.

When not in use, all the screens may be carried in the holder, which consists of a threaded metal ring with collar and an ingenious spring catch, by means of which the screen is instantly fastened to the lens.

PRICE

No. 2 for lenses up to 1⅜ diam. ... **$1.35**

5x7 EASTMAN VIEW CAMERA with case and one holder.
Bargain Price **$38.50**

SWIVEL REVOLVING TRIMMER

Consists of simple outline metal handle of practical design and size, and ¼ inch cutting wheel.

Price **15 cents**

COOPER-HEWITT M TUBE mounted on portable stand supplied with 8x10 R.B. enlarging camera. This is as good a horizontal enlarger as you can obtain and is available for only **$67.50** complete.

HALLDORSON 5-UNIT PORTABLE LIGHT complete with stand and supplied with four 400-watt Blue Globes. Here is a bargain for **$30.00**

1000-WATT CLEAR MAZDA BULB, used but a short time. A bargain for **$2.00.**

PAKO JUNIOR PRINTER in excellent mechanical condition. A bargain for **$32.50.**

8x10 KORONA PICTORIAL VIEW CAMERA with case and holder. Described on Page 8, H & K Catalog. Looks like new.
Bargain Price **$62.50**

6½x8½ Series I Velostigmat in Optimo Shutter	9½ inch	F.6.3	88.00	**49.00**
5x7 Verito in Barrel	8¾ inch	F.4	42.50	**29.50**
5x7—1 C Tessar in Barrel	7 7/16 inch	F.4.5	51.50	**35.00**
5x7 Kodak Anastigmat	7½ inch	F.4.5	50.00	**32.50**
8x10 Cooke Wide Angle in Volute	6¼ inch	F.6.5	95.50	**35.00**
8x10 Verito in Studio Shutter	14½ inch	F.4	90.00	**45.00**
10x12 Montgomery Ward Portrait	16 inch	F.8	35.00	**15.00**
11x14 Verito in Studio Shutter	18 inch	F.4	111.00	**37.50**
11x14 Vitax in Studio Shutter	20 inch	F.5	200.00	**90.00**

Terms of monthly payment available

Bargains for the Photographer

NEWCO FLASH POWDER

SLOW—A slow burning powder for commercial work, where extreme detail is wanted.

UNIVERSAL—An all-around powder for portrait or commercial work, for pan or bag use.

BAG—For banquets and groups, made with flash bag or cabinets (not pan). Quite noiseless.

SPECIAL FAST—To be used in open pan only, to stop action.

Newco Flash Powder, 2 oz. **$0.75**

2 VICTOR FLASH BAGS—Electric ignited. These bags are used as a unit of 2, or one bag only can be loaded with powder.
Sold only as a double unit for **$45.00**

7A STUDIO CAMERA with 8x10 back and one film holder and new bellows.
Bargain at **$58.50**

8x10 ANTHONY SCOVILLE CAMERA, old style, with new style 8x10 back and one holder.
Bargain at **$38.50**

ENAMELED OVERHEAD REFLECTOR, 20 inches in diameter, fitted with mogul socket for large lamp.
Bargain Price **$2.00**

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.
Bargain Price **$40.00**
(Can be purchased on terms.)

PAKO BELT DRYER, electric-heated, fine condition.
Bargain Price **$65.00**

PAKO PRINT WASHER, large size, motor-driven.
Bargain Price **$70.00**

BACKGROUNDS 8x8 with 7-foot floor extension. Assorted designs. These are new backgrounds in original wrappers. Write for photos.
Each **$12.50**

1—8x9½x43 STONEWARE TANK ..... **$20.00 each**

CLOVER LEAF THUMB TACKS supplied in cartons, each containing 12 boxes assorted sizes, in green and gold. Intended for picture display, we offer a real bargain at **45 cents** a carton of 12 boxes.

RUSTIC POSING BENCH. Comfortable for one or two people.
Bargain Price **$3.00**

Are you in need of a settee for your reception room? We offer a bargain. Write for details of a real bargain.

PHOTOMAILERS
Notice These Reduced Prices

234—	5½x11¼, per 100	$ .75
240—	6½x15¼, " "	.75
246—	7½x15¼, " "	.75
160—	12 x18, " "	3.25
162—	13¼x17½, " "	3.75

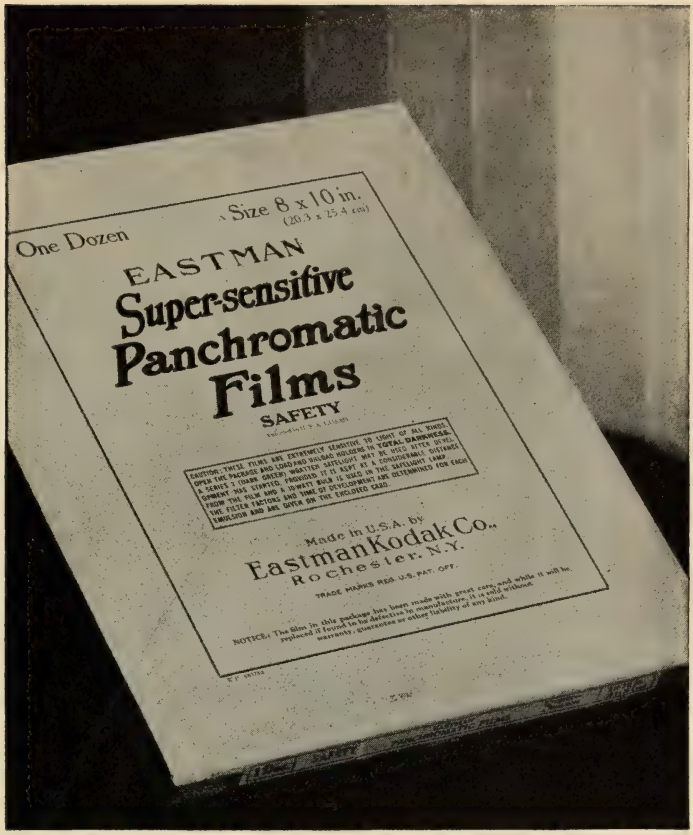
16—13-inch MONEL METAL HANGER RODS for deep tanks.
The lot for **$2.00**

2-Section WOOD SLIDING TRIPOD, with 7x12 head **$1.75**

REXO COLOR FILTERS

Style A—requiring three times normal exposure.

For	1⅛ inch lenses	$0.75
"	3¼ " "	3.00
"	4 " "	3.25
"	4½ " "	3.50



GRASP THESE ADVANTAGES....

COLOR rendering of a correctness never before possible, except by the use of filters—unexcelled latitude, tone gradation, and fineness of grain—plus a speed for which you never dared to hope. These are the outstanding qualities of Eastman Super-sensitive Panchromatic Film.

The correct rendering of flesh color and texture, with almost total elimination of the need for retouching, seems at first to be the greatest advantage of this wonderful film. But its marvelous speed is of equal importance. The better expression, made possible by short exposures, insures a greater number of successful negatives, better satisfied customers, and larger orders. The alert photographer has grasped these new film qualities. He uses them to increase his business.

EASTMAN KODAK COMPANY Rochester, N. Y.

CORRECT REPRODUCTION



SKILLED photographers prefer Vitava Opal because, in addition to its pleasing tone and texture, it correctly reproduces the gradation and depth of the most brilliant lighting—makes prints that tell the whole story of quality.

EASTMAN KODAK COMPANY Rochester, N. Y

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. VIII DECEMBER, 1932 No. 12



Merry Christmas!

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

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CALIFORNIA ACADEMY OF SCIENCES

VELOUR BLACK

For Prints By Projection

The pioneer paper for all portraiture and illustrative large print making.

Unique in its combination of Speed, Quality and Simplicity.

Velour Black is made also in Contrast for the difficult negative.

Twenty surfaces from which to choose.

Contrast Velour Black in five surfaces.

Defender Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. VIII DECEMBER, 1932 No. 12



INTRODUCING—
W. WESLEY SWADLEY

Heredity means something. How many old "Barnacle Bills" have stood over the baby's crib and sworn that the boy would never go to sea, will never be known, but the boys grew up and went to sea just the same. So it is quite in order that W. Wesley Swadley should be a marine photographer.

Approximately three years ago his father, W. W. Swadley, died and left the business to his young son. Mr. Swadley Sr. left a trail, or in seafaring language, a wake of delightful personal memories and a series of marine pictures that can only be exceeded by his son. Young Swadley, and he is a young man, was born in Corona, California, but has lived in San Francisco for approximately twenty-five years. He likes photography because it offers unusual opportunity to create those artistic somethings that only an artist can visualize. Fortunately for him, San Francisco Bay area with its shipping offers numerous opportunities each day.

Mr. Swadley Sr. was recognized in London and Vienna as one of the four leading marine photographers of the world. From the pictures we have seen, we predict that Swadley, Jr., will be the fifth.

For the New Year

A year that's filled with nice fresh days,
A year to earn your fellow's praise,
Twelve months of happiness and peace
If you so wish. You have a lease
On every minute, every hour,
To make or mar—that is your power.

Three hundred days and more, when all
The joys of life are at your call;
Days for work and days for play,
But none to waste or throw away,
I bring to you, with this small rhyme,
Life's greatest gift—a year of time.

←⁂→

Listen to the Salutation of The Dawn

Look to this day for it is life, the very life of life.

In its brief course lie all the verities and realities of your existence; the bliss of growth, the glory of action, and the splendor of beauty.

For yesterday is but a dream, and tomorrow is only a vision, but today well lived, makes every yesterday a dream of happiness and every tomorrow a vision of hope.

Look well, therefore, to this day.

←⁂→

Ideals are like stars; you will not succeed in touching them with your hands, but like the seafaring man on the desert of waters, you choose them as your guides, and, following them, you reach your destiny.

—Carl Schurz.

Books on Photographic Subjects

"Condensed Course in Motion Picture Photography." *By Gregory* $6.00
"Moving Pictures." *By Talbot* 3.50
"Amateur Handbook of Motion Picture Photography." *By McKay* 3.00
"Amateur Cinematography." *By Wheeler* 2.00
"Watkins' Manual." ..... .75
"Perfect Negative." *By Glover* ..... .60
"Complete Press Photographer." *By Bell* 2.50
"Photography As a Business." *By Willis* 2.00
'Pictorial Photography." *By Anderson* 3.50
"Photography for the Amateur." *By French* 3.50
"Practical Printing Processes." ..... .40
"Photographic Application." *By Watkins* 4.00
"Photogravure." *By Cartright* 3.50
"Print Perfection." *By Glover* ..... .60
"Retouching and Finishing." *By Adamson* 1.25
"Science and Practice." *By Snodgrass* .. 3.00
"Telephotography." *By Lan Davis* 1.25
"Modern Telephotography." *By Wheeler* ..... .90
"Airplane Photography." *By Ives* 4.00
"Photographic Art Secrets." *By Wallace* 3.00
"A Treatise on the Air Brush." *By Fraser* 2.50
"Photography for Amateur." *By French* 3.50
"Bromoil Prints." *By Meyer* 2.50
"Chemistry for Photographers." *By Flint* 2.50
"Photographic Chemistry." *By Bentley* 1.50
"Coloring and Retouching." *By Johnson* 2.50
"Art of Coloring Photographs." *By LeHart* ..... .75
"Photography in Colors." *By Johnson* 3.00
"Practical Color Photography." *By Wall* 3.00
"Complete Photographer." *By Bayley* 5.00
"Cash From Your Camera." *By Snyder* 1.50
"Pictorial Composition." *By Poore* 4.00
"Modern Development." ..... .40
"Dictionary of Photography." *By Wall* 5.00
"Photographic Enlargements." *By Wheeler* 1.00
"Photographic Facts and Formulas." .. 4.00
"Photographic Workroom Handbook" 1.00
"Intensifying & Reduction." *By Wall* 1.00
"Towle's Portrait Lighting." 5.00
"Lantern Slides." *By Glover* ..... .60
"Pictorial Landscape Photography." 2.00
"Optics and Photographic Lenses." *By Taylor* 1.75
"Como Hacer Buenas Fotografias" Spanish Edition of "How to Make Good Pictures." ..... .75
"Elementary Photographic Chemistry" .75
"Fundamentals of Photography." 1.00
"How to Make Good Pictures" ..... .50
"Junior Scenarios for Home Movies." 1.50
"Kodakery," Annual subscription, 12 copies ..... .60
2 years' subscription, 24 copies 1.00
Single copies, each ..... .05
"Kodakerias" (Spanish Edition of Kodakery) annual subscription, 4 issues ..... .40
Single copies, each ..... .10
Monographs on the Theory of Photography:
"Aerial Haze and Its Effect on Photography from the Air" No. 4 ..... 2.50
"Chemical Reactions of the Photographic Latent Image" (No. 6) 2.50
"Gelatin in Photography" (No. 3) .. 2.50
"Physics of the Developed Photographic Image, The" (No. 5) 2.50
"Silver Bromide Grain of Photographic Emulsions, The" (No. 1) 2.50
"Theory of Development, The" (No. 2) 2.50
"Photography of Colored Objects, The" ..... .50
"Photomicrography" ..... .50
"Showcard Design" ..... .25
"Wratten Light Filters" ..... .50

***Order today from* HIRSCH & KAYE**

ONCE, someplace, we read the lines: "I would like to look every one of you squarely in the eye . . . . grasp your hand firmly . . . tell you sincerely how much your friendship means to us."

We'd like to do this, too. But as we are not able to personally meet every reader, we hope you will consider this, our little monthly messenger, as our expression to you of our good will and friendship.

May you enter 1933 with renewed confidence and a realization of our sincere good wishes.

HIRSCH & KAYE

NOW READY—

The Wellcome Photographic Diary and Exposure Calculator

The 1932 edition of the popular "Wellcome" Photographic Exposure Calculator, Handbook and Diary, is now available, and, as usual, is replete with all the latest photographic information. The exposure and developing factors have been brought up to date and the films which have been introduced during the past year are now included. These tables provide the photographer with invaluable information, and are the result of elaborate tests.

Price 75 cents

Order Today from HIRSCH & KAYE

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions.

For panchromatic the ratio of Mazda wattage to mercury is two to one.

Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.

SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE

CHARCOAL BLACK

AN UNUSUAL PAPER *for* PROJECTION PRINTING

Designed for those who wish their prints to command attention and produce new business

Grade A—Thin White Drawing
Grade B—Medium White Drawing
Grade C—Cream Charcoal
Grade D—White Rough Whatman
Grade E——Medium Cream Drawing
Grade F—Very Thin Opalene Parchment
Grade G—Very Heavy Opalene Parchment

New Prices: 5x7 $0.65 per dozen 8x10 $1.50—11x14 $2.95

Order from HIRSCH & KAYE

Inquire Before You Hire

Photographers in California who contemplate the employment of solicitors or other employes to work on a commission basis will do well to first make inquiry as to State laws which govern the employment of labor. We are under the impression that an agreement to work on a strictly commission basis is not binding, and anyone who devotes his or her time to the interests of the employer, is entitled to a minimum compensation. This information can be obtained from the State Labor Commission at Sacramento and the situation is worth investigation before you make your plans.

It may be that a similar situation exists in other states. It is better to make haste slowly and be sure of your information before you engage anyone.

Film Backgrounds

Somewhat recently we prepared a series of film print-in backgrounds of modern and timely design. Our salesmen have had photographs of these backgrounds and it is likely that you have seen them. If not, we are prepared to furnish photographic reproductions in reduced size so that you can see the attractiveness of the numerous designs available in several popular sizes.

Every photographer finds need of a number of designs which give him choice according to the nature of the negative to be printed. You will help yourself and ease your work if you have a number of film print-in backgrounds on hand, and if not already provided with an assortment, we suggest you now write for sample prints from which you can make your selection.

Merely ask for photos of film backgrounds and we will do the rest.

Moore's Universal Opaque

This Opaque has a strong red color which was selected because it is the color which the eye can follow most readily, which means that you have better control of the material as you apply it. Moore's Universal Opaque may be applied with a brush, ordinary pen or a ruling pen. Dries quickly and is exceedingly flat and thin. It will not crack or chip off and cannot stick to the negative in printing. You have tried other opaque, so now order a can of Moore's Universal Opaque in any of the following sizes:

1 ounce	$ .25
4 "	.60
8 "	1.00

Railroads Use Photographs

A leading eastern railroad publishes a magazine in which appear numerous photographs of railroad property and events in the territory served. These pictures are purchased from photographers, some of whom are quick to appreciate the opportunity for additional sales.

It is likely that the one or more railroads which enter your town may be similar prospects for pictures of their property and events. We wonder if you have considered the transportation agencies as a field for your pictures.

Genius

The ability to go on when ordinary men say the battle is lost.

The faith one has when no one else can see a reason for it.

The vision to see the rainbow before the storm is over.

The will power to go on struggling after strength is gone.

—Fireman's Fund Record.



NEW

WOLLENSAK'S

6-power

TELESCOPE



HERE'S the greatest telescope value ever produced! Positively nothing to equal it made anywhere, here or abroad.

High-grade optical system is *achromatic*—field of view is *clear* as in Nature, no edge-blurs, no "rainbow" to impede sight. Object lens 7/8", magnifies 6 times.

Draw tubes of super-heavy brass (for rigidity and long life), brilliantly nickeled; indestructible fibre body. 9¼ in. long, extended—fits pocket when closed; weight only 5 oz.

Width of field at 1000 yds. actually 52 yds. —60% more than others. When closed, serves as an excellent microscope.

A real wonder, sold on money-back guarantee. Genuine leather case. Literature free. Buy at dealers or direct, postpaid. Order yours today.

NOW ONLY

$2.50

WOLLENSAK OPTICAL CO.
ROCHESTER, N. Y.

Wollensak TELESCOPES MICROSCOPES BINOCULARS

Answering Yours of Recent Date

Credit Manager,
St. Louis, Mo.
Dear Sir:

Replying hurriedly to your note regarding amounts due the firm, will say that I am aware of same but I think there is some mistake in the books but I cannot be sure until I have checked over my invoices. I am snowed under with work and have not had time to go over them just now. I also carry the undertaking business here and I have been rushed day and night. I also operate the movie show and I have been so busy and worn out at nights that I neglected to take care of my film business as I have a helper and he has balled up my bookings. I also have the photo studio and I have three weeks work of pictures laying unfinished. I also am the Republican Nominee for Supervisor of this township on the County Board and with these many, many things to put my mind to and all different, I beg you to give me a little time to check over carefully my bills and then remit to you. I am also carrying the exclusive electrical business here and have charge of the local public service company. Business is good in every line I have, as our local mines are running steady. I shall give your letter my personal attention within the next few days. I buried two bodies yesterday, one for today and one for tomorrow. This business requires all my attention.

Thanking you in advance, I am,
Yours very truly,
General Manager.

Acetic Acid in Gallon Bottles

A number of photographers order their Acetic Acid Glacial in 5-pound bottles, for this is a convenient size container. Sometimes, especially during the holiday season, it may be desirable to have a slightly larger quantity, and we are glad to announce Mallinckrodt Acetic Acid Glacial in 8-pound (1 gallon) bottles. The price of the 8-pound bottle is naturally at a slightly lower rate than the 5-pound price, and if you desire to effect a saving in your chemical bill, we suggest your next order for Acetic Acid Glacial be placed with us for a 1-gallon bottle.

Check Up On Yourself

The degree of success or failure of a person will depend on his

1. Attitude
2. Initiative
3. Thoroughness
4. Observation
5. Concentration
6. Decision
7. Constructive imagination
8. Adaptability
9. Leadership
10. Organizing ability
11. Expression
12. Knowledge

It is many qualities united in the same person, rather than just one quality, that lead to success.

If worry got us anywhere, some of us would be paying much larger income taxes.

THE PHOTO-MINIATURE: NO. 205

HOME AND STUDIO PORTRAITURE

Practical instructions on making portraits, based on the new color-sensitive films and plates now available, photo-flash and other modern electric lamps; for use in the home, garden or piazza, studio, etc.

Price 40 Cents a Copy



PICTOL

The former users of Metol who now use Pictol are practically unanimous in declaring Pictol fully equal to or superior to the imported product. "It is fully equal to imported Metol at its best," wrote a government bureau. Numerous letters say Pictol gives better tones with clearer whites and no clouded blacks, no matter how varied the lights and shades. Others say Pictol secures greater detail and remarkable depth, because it eliminates the tendency to veiling. Solutions remain clear and unusually long time—little or no discoloration. The development of more prints is possible before the solution need be renewed.

Pictol is one of a complete, perfectly co-ordinated line. In order that you may test the advantage of this, we shall gladly send the group assortment below, postpaid to your studio, for $2.00. For this trial order write our home office at St. Louis.

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

Mallinckrodt

Second and Mallinckrodt Sts.
ST. LOUIS, MO.

CHICAGO PHILADELPHIA
TORONTO MONTREAL NEW YORK

CHEMISTRY OF PHOTOGRAPHY

Now Available
In Stiff Cloth Binding

At the suggestion of our friends we published this 93 page book in a form that that will stand wear from much use.

It contains a complete explanation of the chemistry involved in developing, fixing, toning, intensification, reduction; also many manufacturers' formulas; tips on photographic problems and a complete index for easy reference.

Copies can be obtained from your regular dealer or direct from us for 50c each.

Picturing Snow Scenes

Copies of this article can be obtained for distribution to your customers. Tell us how many you desire.

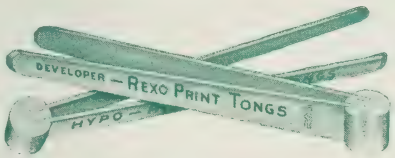
When the snow is piled so high along the path that it suggests rugged masses of white rock, and when the sunlight, coming at an angle from in front of us, places highlights on the summits of the lumps and ridges of the snow, we have before us the subject and the light conditions for making pictures that will tell the story of a "good old fashioned winter."

When the method of their making is understood it becomes just as easy to obtain such pictures with snapshot exposures as it is to make snapshot pictures of summer landscapes.

We make snapshots of summer landscapes with the sun behind or to the right or left of the camera, but we can only make striking pictures of such subjects as paths through snow drifts when the sun is either directly in front, or somewhat to the right or left of directly in front of the camera, because it is only when snow pictures are made from a point from which we can see the shadows on the snow, that the shadows can be recorded in the picture, and, unless these shadows are recorded the snow will appear as a blank, uninteresting mass of white.

Exposures of 1/25 of a second with stop 16 should be ample for recording the shadows on the snow but will be too short for recording detail in the darker objects. By placing a Kodak Sky Filter over the lens mount, upside-down (that is yellow part at the bottom and clear glass part at the top of the lens), so the light from the snow will be subdued in passing through the yellow part of the filter and a 1/25 second exposure is given with stop 8 (f.11 on anastigmat lenses) the shadows on the snow should reproduce even better, and the same amount of detail would be recorded in the other parts of the subject.

Snapshot pictures of sun lighted snow banks can be made with all kinds and all sizes of hand cameras between the hours of ten and three in January and February or between nine and four in March. With cameras having the shutter speed markings and the stop markings we have mentioned, give the exposure stated. With all other kinds of hand cameras that have more than one stop, use the second stop when the Kodak Sky Filter is not used, and the largest stop when the Kodak Sky Filter is used, and make a snapshot exposure.



PRINT TONGS

These tongs are designed for handling prints in the developer and hypo. They obviate the necessity of placing the hands in the developing and fixing solution. Their use insures clean hands and clean prints. One is stamped "developer" and the other "hpyo." Specify if "developer" or "hypo" are wanted.

Price ..... **$0.20** each

BROWNTONE

The rich color of Browntone sepia prints invariably appeals to the lover of beauty in portraiture. Striking portraits are given a rich background of harmoniously blended shading that is pleasing to the eye as well as perfect in production. A Browntone sepia is a perfect foundation for a lovely oil painting, or for a pastel print, as the natural flesh values are so easy to obtain.

8-oz. bottle **$1.00**



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅞
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

***Write for illustrated folder Korona Products sold by* HIRSCH & KAYE**

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South Rochester, N. Y.

Korona Cameras and Turner-Reich Lens are Sold by

HIRSCH & KAYE

Here's An Opportunity (and a Responsibility)

Every so often we run across new ideas that are profit-makers for someone and may be applicable to studios.

According to a news dispatch out of St. Louis, Mo., there are 39 young bachelors who are now seriously considering marriage. Pictures of this group of young men were recently published in a St. Louis paper, not as matrimonial aspirants, but simply as unmarried young business men of the city. More than 2,000 letters, written by young ladies, were received by these young gentlemen. Naturally, some of the best-lookers got a hundred or more letters. In about every letter received there was a request for a photograph and a promised one in return. If everyone was satisfied, it would mean approximately 4,000 portraits. This is a lot of studio work for any one city to develop so suddenly, and we sincerely hope that the St. Louis photographers all followed up this prospective business and better yet, one might consider adding all the young men and the young women on his studio mailing lists, for you never know when such a condition might break out in your own city. It might pay you to get your own newspaper after a local story of this character which would be the means of bringing more business into your studio.

We are passing this suggestion along to you to get 'em while they're young.

White Backgrounds—Their Use

The main thing to be careful about in making white ground photographs—or vignettes as they are sometimes called—is to see that your subject is well illuminated so that there are no inky shadows. Do this first with a flood light directed flatly onto the subject from a point somewhere near the camera; then bring your main source of light into play so that the subject is brilliantly lighted—a high-key lighting. This must be high enough to make the highlights at least as light as the background or you are going to get a muddy-looking picture. Keep the ground far enough back of the subject to avoid a shadow and have the ground well illuminated. With all this light your exposure will of course be very short, but your negative will be very fully timed and should be developed until you get all the detail in the shadows. If you have a skylight to work under you can make vignettes easily by using a large reflector to fill the shadows, turning your ground a little bit toward the light so it will reflect the light toward the lens. Work with a cross-light and use a screen of white cheese-cloth on the lighted side of the figure to subdue the light on the white drapery, being careful not to cut too much off the face.

When a man is not up on a thing he is likely to be down on it.

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.



3 SIZES
10, 17 & 24 gallons

Water Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

1932 CONDITIONS

demand, of the portraitist, the ultimate in quality, in artistry, in beauty throughout his work, if the prospective purchaser of portraits is to be impressed with the desirability of making Christmas gifts in this form.

To the finest negative it is within your power to produce, add the finishing touch which says, "The best!" Let the most beautiful warm tone portrait paper made bring the fine details of your technique and craftsmanship into the prominence they deserve.

Sample prints are available in

GEVAERT
ARTEX
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or
CONTACT
for prideworthy portraiture

The Gevaert Company of America, Inc.

423-439 West 55th Street
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Chicago
160 E. Illinois St. at Mich. Ave.

Toronto
347-349 Adelaide St. W.

All Gevaert Products can be obtained through Hirsch & Kaye, San Francisco

"Profitable Child Portraiture"

This is the name of a book which has just been announced. This is information every photographer will welcome, especially when the book can be purchased at the low price of 40 cents a copy. Each thought you derive from this book is worth many times the price of the book, so send for your copy now. Hirsch & Kaye have it.

The darkest hour in any man's life is when he sits down to plan how to get money without earning it.

—*Horace Greeley.*

Free Display Material

If you sell Flash Bulbs, you are entitled to some helpful window material. These cards feature the famous G. E. trademark and indicate to the public that you will furnish G. E. bulbs, which in turn you obtain from Hirsch & Kaye.

Remember our offer to prepay transportation to any point in the United States, Alaska and Hawaii, if you order in standard cartons of 60 bulbs. The usual discount applies.

Order today
from Hirsch & Kaye
and profits will start
right away.

PAKO ECONOMY DRYER

Built to give the greatest Glossy Dryer value for the money.

A full sized practical, utility Dryer of ample capacity to handle the volume of the average photo finishing laboratory.

Drum same size as previous models.

Thermostatic control of heat to insure uniform quality.

Moderate speed at which prints dry without excessive heat.

Drying apron is endless and washable, easily changed when necessary, positively controlled against "drifting."

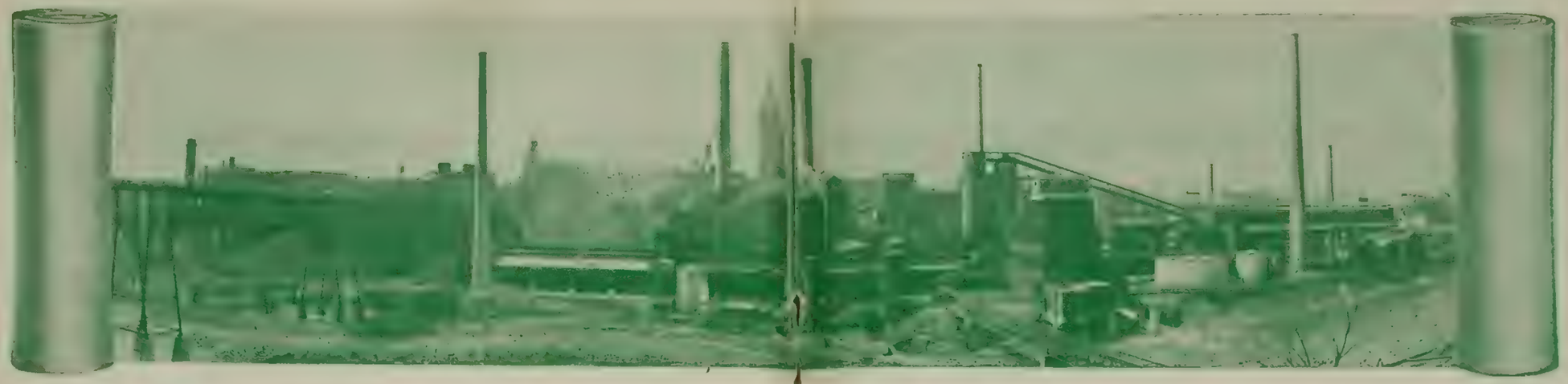
Rugged construction, frame is light weight and unbreakable—rollers run in ball bearings.

Universal Motor, 110 or 220 volt.

Average capacity 800 amateur prints per hour.

Price including accessories $315.00

Satisfactory Terms Can Be Arranged



No. 6 CIRKUT CAMERA

With the small, compact, self-contained No. 6 Cirkut Camera, there are no limitations as to the length of field to be covered. Through the application of the revolving panoramic principle, the camera may be revolved through a complete circle. The length of the 6″ wide negative depends entirely upon the field to be covered, or upon the pictorial effect desired. The camera may be placed sufficiently close-up to secure large images.

Because of its ready portability and unusual adaptability, the No. 6 Cirkut Camera opens the field to scenes which are not conveniently obtainable with the conventional type of camera. It is particularly well adapted to photographing:

Parks	Reforestation Developments
Camp Sites	Irrigation Projects
Landscapes	Agricultural Tracts
Golf Courses	Construction Work
Large Estates	Bird's-Eye Views
Industrial Views	Campus Views
Mountain Vistas	Water Fronts
Group Photographs	Marine Views
Geological Surveys	Beach Scenes
Real Estate Developments	Hotels

The successful combination of art and practicability in the results marks this camera as a worthy leader in a different field of photography.

TRIPLE CONVERTIBLE LENS

An especially adapted *f.7.7* Triple Convertible Anastigmat Lens permits the use of three distinct focal lengths. The Front Element has a focal length of 15½″, the Rear Element 10″, giving a Combined Equivalent focal length for both of 7″. Through the use of these different focal lengths, the image size may be increased or decreased according to the given situation. A Bellows Extension of 16″ provides for this versatility.



Prices

No. 6 Cirkut Camera equipped with Triple Convertible *f.7.7* Anastigmat Lens, set of Gears, Winding Key, Crown Cirkut Tripod and sole leather Carrying Case—

$275.00

Terms can be arranged.

A COMPACT PANORAMIC

The No. 6 Cirkut Camera is sturdily constructed of selected mahogany and brass. All outside wood parts are covered with black, grained, Morocco leather. The metal parts are finished in dull gray Duco.

The Camera Unit contains Film Magazine and efficient Spring Motor for revolving the camera on Tripod and winding film from spool to Receiving Drum. The motor, the speed of which is controlled by a concealed Governor, is rewound with a Winding Key attachable to the bottom of camera. The speed with which the camera revolves is regulated by a Dial and Pointer on the outside of camera.

A readily visible Meter registers the exact length of film used for each exposure and permits the determination of the quantity of film remaining unexposed. A Slide Scale encircles the Tripod Top, showing the exact length of film required for each exposure.

A Perforating Pin allows notching of film at the desired length. A convenient Spirit Level guides the operator in properly leveling the camera. Pleasing composition and accurate focus is assured by the use of a built-in ground glass.

The Range of Speeds is from 1/2 to 1/12 part of a second, graduated at 1/2, 1/4, 1/6, 1/8, 1/9, 1/10 and 1/12.

The No. 6 Cirkut Camera is equipped with a rigid four section collapsible Crown Tripod. The Tripod Top is made of aluminum carrying a circular rack which engages the gears on the camera box.

A genuine sole leather Carrying Case is supplied to accommodate camera and accessories and weighs only 23 lbs. when packed with complete unit.

YOU'LL BE HAPPY . . . .

once you start using Hammer-made emulsions for your negative making. You will discover in your prints the quality that pleases you and, better still, satisfies your buying customer. Hammer emulsions have never departed from the top standard of uniformity and dependability.

Their freeness from fog makes possible a registering of tone value and puts into your prints a truer rendering of the image you have seen on the ground glass. Hammer emulsions make your work easier.

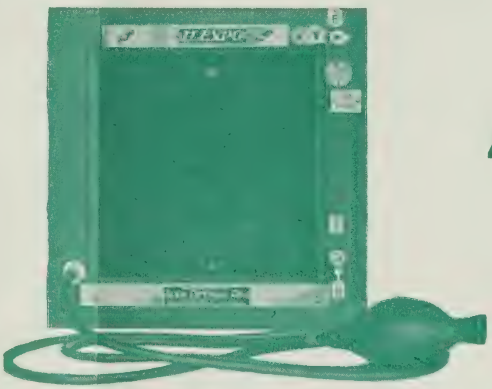
PORTFOLIO OF PRINTS will be mailed free.
Send name and address.



HAMMER DRY PLATE CO.

161 West 22nd St.
NEW YORK CITY

3547 Ohio Avenue
ST. LOUIS, MISSOURI



Prices with Fast Speed

9x 9	$30.00
10x10	32.00

NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

SCOTCH PHOTOGRAPHIC TAPE



Requires no moistening. SCOTCH TAPE is a heavy black crepe paper coated with an adhesive that needs no moistening, and lies perfectly flat. Easily removed, leaves no residue and can be used repeatedly.

Used for attaching masks to printers, as a seal for temporary tops for jars, bottles and numerous other purposes.

1 inch x 10 yard	½ inch x 72 yard	1 inch x 72 yard
40 cents	**82 cents**	**$1.33**

SCOTCH TAPE DISPENSER

A handy device which facilitates the use of any size or form of SCOTCH TAPE.

Price $1.25





SCOTCH CELLULOSE TAPE

Waterproof and transparent. Excellent for torn negatives, prints, books and other objects, where transparency is desired.

½ inch x 72 yard..... **$1.75**

Order your Scotch Tape and Dispenser today from HIRSCH & KAYE

JELLITAC

JELLITAC adheres permanently under all climatic conditions, whether hot or cold, dry or wet, and is not affected by sudden changes of temperature. Even when used to hold labels on bottles in an ice chest, which is a severe test, it holds.

JELLITAC is well known as a perfect paste for all conditions. A 4-pound package makes a gallon of paste, but you can mix it as required.

Price $1.25 per 4-lb. package.
Trial size (quart) 15c.

Order Today from HIRSCH & KAYE







Our Salespeople Tell Us

A postcard to our Mr. Bush sent by **Leo Shoob** from Naples, Italy, invites our representative to call on him when in that territory. You will recall that we previously mentioned that the two sons of **Tom Shoob,** Modesto photographer, were in Europe for study and education. We hope young Shoob finds that pleasure in his travel which our representative tells us he himself would like to enjoy.

♣ ♣

T. H. Wilton, George L. Wilcox, Will Sparks, O. H. Boye and **F. G. Clute,** San Francisco, were among the speakers at the fourth annual convention of the Photographers' Association of California, held in Oakland.

This was on November 1, 1907.

♣ ♣

J. F. Zink, formerly a photographer in Chico, has opened a studio in Napa.

♣ ♣

A most clever announcement told us of the opening of the new studio of **Olin W. Tait** at 1482 Villa Street, Mountain View. The announcement was a three-fold leaflet so printed that the reader received the message progressively as the folder was opened. Design and typography were dignified and should create a most favorable impression on Mr. Tait's prospective customers.

♣ ♣

P. S. Daniels of the Art Craft Studio, Modesto, has a modern and unique method for attracting publicity. An ardent radio fan, it follows that he would use a broadcast method to tell of the studio.

On two evenings a week, he uses a public address system which he has installed and broadcasts a well-selected program transmitted by phonograph record. In between musical numbers he makes his announcements and tells people why they should have pictures. This is certainly competing with neighborhood merchants for the dollars which the people in Modesto have to spend.

♣ ♣

San Francisco and Bay Region photographers were fortunate in being able to listen to **Samuel Friend Worswick** in his address November 17th. As an authority in sales work he speaks with the authority of a man who has had experience with photographers. Remember the name, for if you ever have an opportunity to hear him, his address is worth miles of travel.

The address was preceded by a demonstration in lighting by **O. J. Smith** which laid an excellent foundation for the talk to follow.







Our Salespeople Tell Us

Wendell Phillips came into our store to demonstrate a new use he found for Probus Print Lustre. He had been asked to photograph some very old tintypes, from which most of the detail had been lost. He cleaned the pictures with Probus Print Lustre and thereby restored their original brilliancy with the result that he was able to obtain excellent copies. This is but one of the many uses, as Probus Print Lustre can also be used as a color medium.

♣ ♣

Sometimes you will notice a scum on the top of your developer, especially early in the day when the developer has been idle since the day before. This is due to oxidization of the chemicals and can be prevented if you keep the cover on the tank when it is not in use. Whenever you find this scum on the top of your solutions, remove it by passing a piece of blotting paper over the top of the solution. It should always be removed when in evidence.

♣ ♣

The **Brinsmead Studio** is now located in new quarters at 219 West Second Street, Reno, Nevada.

♣ ♣

Photographers of Santa Rosa, Calif., have been successful in getting a license ordinance passed in their city. It calls for a license fee of $25.00 daily for itinerants.

♣ ♣

Mr. Myron Wurtz was recently operated on for appendicitis, but we are glad to report that the operation was quite successful and the patient is enjoying a return to good health.

♣ ♣

W. F. Wedel has established a well equipped photographic laboratory in Truckee. He plans to do finishing and make scenic pictures of the Sierra region during the summer, and during the winter photograph winter sports.

♣ ♣

Edward De Marino of the Rick Studio, Santa Barbara, has taken over the portrait and commercial end of the business. He is a former instructor of aerial photography and has a sense of the artistic that will be an asset in his present venture.

♣ ♣

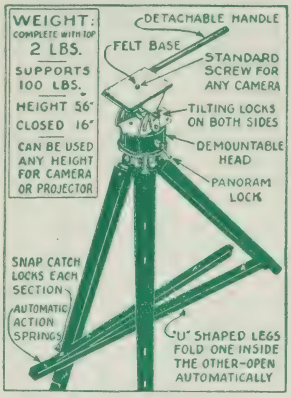
The **Cantu Studio** in San Jose has been sold and is now part of the Austin chain. Mr. Cantu has re-established himself in a somewhat different branch of photography.

♣ ♣

Bill Stewart, popular Eastman demonstrator, is quite ill and at this writing faces a major operation.

TRIAX TRIPODS

Open Automatically in Three Seconds—Extremely Strong and Rigid—Light and Compact



Press a spring and the legs unfold, making the TRIAX ready for instant use. This appealing feature together with their *extraordinary* strength and rigidity has made the TRIAX tripods preferred above all other types.

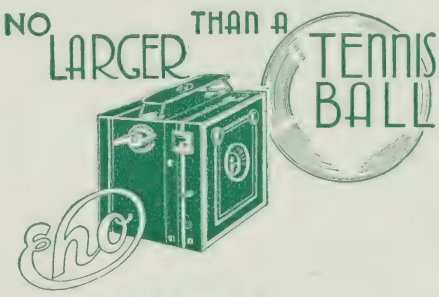
The TRIAX is made of strong, light Dur-aluminum metal, U-shaped legs of the structural steel principle give great strength with lightness. Each section fits snugly but not tightly into the next higher one and permits the height being altered at will.

Movie makers demand the TRIAX on account of its rigidity and ease in carrying. The new 5 section model is most popular for this purpose as the camera may be used at eye level. Combined with the new TRIAX Panoraming and Tilting Tripod Top, you have professional quality and easy portability at a low price.

4 Sec. Model, height, 47"; closed, 18"; weight, 1¾ lbs.	**$5.00**
5 Sec. Model, height, 56"; closed, 16"; weight, 2 lbs.	**7.00**
5 Sec. Model with revolving and locking Tummler head	**8.00**
Shut-Title Canvas Carrying Case	**1.50**

Attractive prices for resale.

Order today - - - - - - - *from* HIRSCH & KAYE



EHO'S FIFTEEN POINTS

1. The Smallest Box Camera Made.
2. The Lightest Box Camera Made.
3. Takes 16 pictures on standard vest pocket film, costing 25 cents.
4. In focus from 3 foot onward. Portrait attachment is not necessary for the models 182 and 172B.
5. Possesses double lens superior to and faster than ordinary box camera lens.
6. Takes Pictures under adverse light conditions.
7. Has 2 lens openings; makes snap shot or time exposures.
8. Extreme simplicity of operation.
9. Creates clear, sparkling negatives capable of enlarging without apparent loss of detail. Enlargements can now be made for 10c each.
10. Economical to operate.
11. Easy to load. Socket for wire cable release.
12. Has pressure frame holding film flat.
13. Has 2 clear optical finders.
14. Substantially constructed.
15. Beautifully finished.

PRICES INCLUDE TAX

No. 182 ..... **Price $3.15**

No. 172A Similar to above, but takes full size vest pocket film as well as ½ size ..... **Price $3.30**
Dimensions: 3⅜ x 2⅜ x 3". Weight, 9 oz.

No. 172B Like above, but takes 2 pictures on 2¼ x 3¼ film, including built-in Portrait lens ..... **Price $3.85**
Dimensions: 4 x 3¾ x 3". Weight, 14 oz.

Write for Resale Prices.

HIRSCH & KAYE - - - - *Your logical source of supply*

Appreciated

A short time ago it was our pleasure to furnish what we believe is the first Century Imperial Portrait Camera installed in any studio on the Pacific Coast. The equipment was furnished to Captain Charles Grimm, whose new and most modern studio is located at 323 Geary Street. The service rendered in connection with the new outfit was what we thought should be rendered, and we were more than pleased when we received the following letter from Captain Grimm:

"I want to thank you for the expeditious and efficient manner in which the new Century Imperial Portrait Unit I just purchased from you, was delivered and installed in my studio. With a waiting list of patrons, your wholehearted co-operation and promptness is sincerely appreciated.

"My appreciation to Mr. Ward for the thorough manner in which he handled the sale of the camera. In the selection of accessory equipment his sincere and helpful suggestions were especially appreciated.

"Mr. Andre's diligent and conscientious work in connection with the installation of the Unit, deserves special mention. He, of his own volition, made two trips to my studio after working hours to insure smooth operation of the camera for my evening sittings. For this personal helpful service I feel grateful.

Gratefully yours,
(Signed) Charles Grimm."

←⁘→

A solution of soda or any other alkali will neutralize, and if used soon enough, prevent blisters caused by strong acetic acid.

See Our Frames

Photographers who visit our establishment are now invited to see our complete line of frames for which display space has been made available on the Third Floor. Here we can show you the full line of metal and miniature frames as well as our popular wood frames.

It is really worth a trip to San Francisco to see these frames. The display is so arranged that you can readily compare any one frame with any other style, and because of the importance of frames to your entire sales policy, we urge you to come and see the display which has been prepared with considerable effort for your convenience.

←⁘→

Why Women Buy

1. Because her husband said she couldn't.
2. Because her mother-in-law has one.
3. Because it will make her look thin.
4. Because her best friend said she simply couldn't wear it.
5. Because she can't afford it.
6. Because someone sold it to her.
7. Because nobody else has one.
8. Because everybody else has one.
9. Because it was on sale.
10. Because.

←⁘→

Making Hard Times Harder

Hard times make it hard for debtors to pay, and knowing times are hard makes it hard for creditors to press for payment.

But any debtor who does not pay to the extent of his ability in hard times makes hard times harder!

WHAT ARE YOU DOING . . .

To add new customers to your present clientele and, at the same time, again revive interest in portraits among your old customers?

Alert studio owners are answering this by featuring the T. L. line—attractive new season mounters deisgned to give style and richness to their portraits.

One of these styles is illustrated below.



THE ALBION

In the ALBION we offer new, novel, colorful effects that will make your moderately priced work look better value than ever.

Made in all standard sizes from 3x4 to 8x10—colors, Grayblend and Neutral-blend. Prices range from $6.00 to $17.50 per 100. The smaller sizes should prove very popular with the students and young folks.

Just the style to feature for the early-in-the-year business. Samples of both colors for ten cents.

SAMPLE OFFER F-202

It is not necessary to put in large quantities, but do not try to do business in these times with last season's styles.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

Before you plant your trees for next year remember that many will leave in the spring.

♣ ♣

Babe Ruth says — Every clout has a silver lining.

♣ ♣

I see that the government is going to put out a new 25 cent piece with Geo. Washington on it.

♣ ♣

Which shows that financial releif will come from a new and unexpected quarter.

♣ ♣

Did I tell you things are getting cheaper? I found a restaurant where you can get 10 different kinds of meat on a 25-cent order.

♣ ♣

Swellest hash in town.

♣ ♣

I have to take a corse in public speaking.

♣ ♣

The shipping clerk wants me to work in the parcel post devision, addressing envelopes.

♣ ♣

I had quite a job getting a Christmas present for Weatherstrip.

♣ ♣

His real name is Harry, but we call him Weatherstrip because he was born during the war and kept his father out of the draft.

He has a sister, too. Her name is Hazel. With so many saints to name her after, why did they name her after a nut?

♣ ♣

So I went to the dime store. I thought Id get something real handy so I says to the lady—I want a tooth brush.

♣ ♣

She didnt get me, because she looked at me a while and says—for which tooth?

♣ ♣

I didnt make any comeback because she was big and strong. She was so strong I bet she could inhale a camel.

♣ ♣

I wanted to get a book for Hazel and the girl wanted me to buy a book on fairy tails. But she couldn't fool me—

♣ ♣

Fairies don't have tails.

♣ ♣

Wilson was a great man,
Cal. Coolidge was no fool,
Teddy Roosevelt was a marvel
And Mussolini sure can rule.
But wait—perhaps a decade,
And then, By George! you'll see
What people think of all these folks
When they have heard of me!

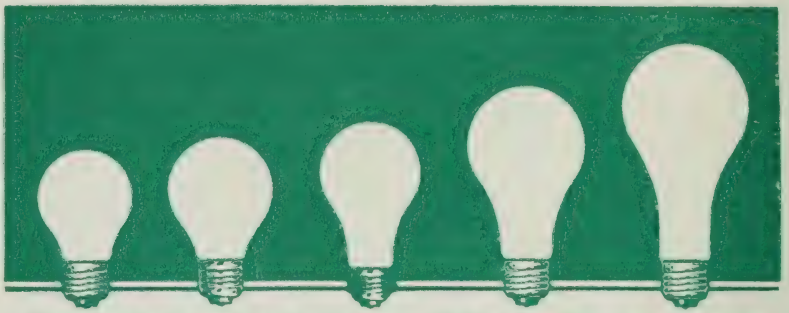
♣ ♣

A Snappy New Year to You.

—JERRY.

Buy American Made Lamps

Don't buy cheapness. Pay enough to get your money's worth. This is not a "shoddy" nation.



NATIONAL MAZDA LAMPS

Cost no more, are better made, use less current.

MAZDA D LAMPS

Inside Frosted—White Lamps
7½, 15, 30, 60 Watt.

Colored Lamps—Outside Frosted
30 Watt only.
Red, Green, Amber, Orangerose, White, Ivory, Flame.

Price 10 cents each

Order Today from HIRSCH & KAYE

Do People Owe You Money?

There is hardly a photographer but what has a number of accounts receivable on his books. When these accounts represent industrial concerns with fixed investments and permanent address, the follow-up on the accounts becomes somewhat a matter of routine.

But most photographers have retail accounts which require much attention. Today more than ever people change their address frequently. Government statistics show that even during days of prosperity, we had become a nation on wheels and our address changed frequently. Today this is more true than ever and our advice is that you do not take it for granted that your accounts receivable will necessarily remain at the address which appears on your books. Today more than ever they require constant and frequent follow-up to be collected and to maintain your contact with them.

Defender H. G. S. Film

This film has all the gradation and brilliancy of the regular Portrait Film. In addition one gets the great advantage of sensitivity to green rays. H.G.S. stands for Highly Green Sensitive.

Natural orange and yellow—most of the warm colored objects of that grouping—reflect a large element of green in addition to the reds and yellows. Because Portrait H.G.S. is so sensitive to green, and to light yellow, a much better rendition of all warm colored objects is possible.

This kind of sensitivity brings two qualities very desirable in modern photography: the highest speed possible without panchromatizing and, again, the highest degree of color correction that is possible to obtain without recourse to the all-color sensitivity of the panchromatics.

There are few photographers these days who do not know the value of color-sensitive emulsions and their importance in giving natural photographic rendition. But there are many who will not resign themselves to blind manipulation in the dark room. To the latter, Portrait H.G.S. makes an immediate appeal. The film may be handled with entire safety by ordinary dark red safelight.

It will be noted that while Portrait H.G.S. is just over four times faster in sensitivity to green, its sensitivity to red may almost be ignored. Hence the safety of the dark red light. In all work where panchromatic film is not indispensable, the increased sensitivity of the H.G.S.—to green and to light yellow—is of distinct advantage.

And, in this connection, photographers now using Defender Commercial Ortho will find it interesting to try Portrait H.G.S. using a little longer development for the latter.

Filter factors for Portrait H.G.S. and, incidentally for the regular Defender Portrait Film, are given at the bottom of this page.

Used without filter in portraiture, the H.G.S. helps to suppress freckles, skin blemishes and pigmentation. When the K-1 filter is used even better rendition results in this respect. And with the use of the K-2 filter the resulting negatives are almost as good as with the "pans."

It will be noted that with the K-2 filter a 2½ times factor is indicated. The speed and color sensitivity of H.G.S. is so great that with the K-2 filter it is possible to make exposures as short as would be given with regular portrait film just a few years ago—a time when photographers never dreamed of using a color filter in portrait work.

It is believed that Portrait H.G.S. will have a very decided appeal in Commercial work as well. It has remarkable brilliancy. The great shortening of exposure possible with the commonly used K-1 and K-2 filters is going to bring H.G.S. within the range of many tasks for which the panchromatics have been considered essential.

FILTER FACTORS—PORTRAIT AND PORTRAIT H.G.S.

	K-1		K-2	
	Portrait Regular	Portrait H.G.S.	Portrait Regular	Portrait H.G.S.
Daylight	4	2	10	5
Incandescent Electric Light	2.5	1.7	8	2.5

H.G.S. Film is sold at Par Speed List by

HIRSCH & KAYE

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Bargains for the Photographer

5x7 EASTMAN VIEW CAMERA with carrying case and choice of film or plate holder. This is a new camera to which we will fit a 7¼" F6.3 Ilex-tigmat lens in Universal shutter. The lens has been used as demonstrator and we offer the complete outfit ready for use for **$101.50.** Terms of monthly payment are available. The same outfit can be obtained with Korona camera instead of Eastman for **$94.85**

4x5 SERIES B GRAFLEX with Kodak Anastigmat lens. Used for demonstrations, condition like new.
Bargain Price **$76.00**

HALLDORSON GENERAL SERVICE LAMPS
Style C



The Style C can be used as the main light in portraiture or in commercial photography, and in the latter case may be used in pairs or threes.

It shows no center spot, gives even illumination over an area suitable for portrait or commercial purposes, and develops the maximum light consistent with proper dispersion. By using a lamp with frosted tip the light given will be soft and diffused and well adapted for portrait purposes.

Porcelain lined reflector; nickel finished trimmings; tumbler switch shut off at back of reflector; 15 feet of connector cord; cast base stand with casters for convenient movement; maximum height 10 feet.

This is a demonstrator lamp—at **bargain price** **$36.50**

COMBINATION TRIPOD



Number 3½ Combination Tripod. Length, extended, 55 inches; closed, 22½ inches. Weight 4½ pounds.
Bargain Price **$6.25**

HALLDORSON GENERAL SERVICE LAMPS
Styles A and B



Instead of cast base stand with casters, they are fitted with folding stand, though they may be ordered with former at a price of $5.00 additional. The Style B has same size and style of reflector as Style C, while the Style A has reflector suited for 500-watt lamp.

PRICES
Without Lamps:
Style A for 500-Watt Lamp **$16.50**
Style B for 1000 or 1500-Watt Lamp **24.50**

These lamps (one of each) are demonstrators, offered at bargain prices.

Bargains for the Photographer

WINDOW SHOW CARDS

Black Cards, 22x28—*"Keep a camera record of summer's good times. All happy memories."* ..... **$1.25** each

Black Cards, 22x28—*"Snapshots of the kiddies. Priceless treasures in years to come. Photo finishing of the better kind."* ..... **$1.25** each

SIDE PIECES

#3B 4-Color Cards, 22x28—*"Snap Another Picture."* ..... **$1.25** each

#4B 4-Color Cards, 22x28—*"Quick as a Wink."* ..... **$1.25** each

MUSLIN BANNERS

#1B 3-Color Muslin Banners, 12″x6½′—*"Films." "Developing and Printing." "24 Hour Service."* May be cut in half and each part used separately. **75c** each

#2B 3-Color Muslin Banners, 12″x6½′—*"Films, Developing and Printing. Daily Service."* This may be cut in half also ..... **75c** each

3-Color Muslin Banners, 12″x6′—*"Good Photo Finishing. That's Our Specialty. A Trial Will Convince You."* ..... **65c** each

3-Color Muslin Banners, 12″x6′—*"Kodak Finishing of Quality. Bring Us Your Film."* ..... **65c** each

2-Color Muslin Banners, 12″x6′—*"Films, Get Them Here. Leave Them Here."* ..... **65c** each

2-Color Muslin Banners, 12″x6′—*"Films, Developing and Printing. Daily Service."* ..... **65c** each

Yellow Card, 10x13—*"Use Your Camera to Recall Happy Days. Photo Finishing Done Here Prompt and Dependable."* ..... **15c** each

3-Color Muslin Banners, 12″x4′—*"Films, Leave Them Here. Daily Service."* ..... **50c** each

Yellow Card, 10x13—*"Photo Finishing of Superior Finish. Leave Your Films Here."* ..... **15c** each

Blue Card, 10x13—*"Photo Finishing Second to None. Decidedly Different. Be Sure We Do Yours."* ..... **15c** each

LEDGE CARDS

#1—4-Color Cards, 17x13—*"24 Hour Service"* ..... **15c** each

#6 D—4-Color Cards, 7x9—*"Cameras and Films"* ..... **15c** each

#5 D—4-Color Cards, 4x10—*"Films* ..... **15c** each

#4 D 4-Color Cards—4x10—*"Cameras"* ..... **15c** each

#3 D—4-Color Cards, 7x9—*"24 Hour Service"* ..... **15c** each

#7 D—4-Color Cards, 5x17—*"Films"* ..... **15c** each

WINDOW SHOW CARDS

Blue Cards, 10x13—*"The folks who know prefer developing and printing with a lasting finish. The kind we make."* ..... **15c** each

Orange Cards, 10x13—*"Our photo finishing gives a smile of satisfaction. Try it and see. There must be a reason."* ..... **15c** each

Purple Card, 10x13—*"Entrust us with those spring pictures. We guarantee perfect work. The store of personal service."* ..... **15c** each

Red Cards, 10x13—*"Wishing you a happy New Year with the best photo finishing. Save the day with snapshots."* ..... **15c** each



NEW

PLEASING—ATTRACTIVE

THE newest of Vitava Opal Paper grades, Tapestry Z, combines Opal quality with a pleasingly distinctive, rough fabric surface, designed specially for large portrait prints. It is coated on a heavy, mellow-toned, ivory stock that gives richness and warmth to the print. It also offers an ideal surface for coloring. Samples on Opal Z will surely bring extra sales. Your dealer can supply you.

ASTMAN KODAK COMPANY Rochester, N. Y.



THE FLASH OF EXPRESSION....

CHARACTER is the important factor in a portrait. It reveals itself in flashes of expression that must be caught in fractions of a second. Portraits which have this quality are being made every day with Eastman Portrait Panchromatic and Super-sensitive Panchromatic Films.

The extreme color-sensitiveness which gives these films their great speed also greatly improves the rendering of flesh tones and eliminates retouching. The advantages are obvious. Use these improved materials and increase your business.

EASTMAN KODAK COMPANY Rochester, N. Y.

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. IX JANUARY, 1933 No. 1



KEEPING HIGH SIERRA ROADS OPEN IN WINTER

An interesting study of the work of the California Highway Commission

Photo by McCurry Photo Co., Sacramento.

Published by

HIRSCH & KAYE

239 Grant Avenue

San Francisco

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PORTRAIT–

H—Highly
G—Green
S—Sensitive

A DEFENDER FILM

Speed and Color Sensitivity with Safe Control

DEFENDER FILM

PORTRAIT
(Nitrate or Safety Base)

PORTRAIT HGS
(Safety Base only)

PANCHROMATIC
(Nitrate or Safety Base)

COMMERCIAL ORTHO
(Nitrate or Safety Base)

X-F (EXTRA FAST) PANCHROMATIC SPECIAL
(Nitrate or Safety Base)

COMMERCIAL
(Safety Base only)

Defender *Portrait HGS,* through its high sensitivity to green, assures fine, natural rendition of all warm colors; lowered red sensitivity brings in the convenience of ordinary darkroom manipulation.

Defender *Portrait HGS* is high in speed, gradation and brilliancy—a beautifully balanced portrait medium.

There are other quality factors in *Portrait HGS* which await disclosure on first demonstration or trial.

Write Service Department or Defender Branches.



Defender Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. IX JANUARY, 1933 No. 1



INTRODUCING—
JUDSON M. HAWTHORNE

Judson M. Hawthorne is a Canadian, born in London, Ontario, where his parents were also born. His father was a railroad conductor, and was killed in an accident in 1892. His mother still lives in Canada.

His boyhood days were happy days with eight other children in the family. He refers to his stepfather as the best stepfather that ever lived. Educated in the public schools, he wanted to become a railroad engineer and actually worked as a locomotive fireman. He also found employment as marine fireman on the Great Lakes, and a place in a surveying group for the Milwaukee Railroad.

But meanwhile, another influence was at work. When young Hawthorne was only 7 years old, an uncle taught him the elements of photography. This uncle was an advanced amateur photographer of considerable ability and Hawthorne became a photographer. In later years, we find him in charge of commercial photography in large industrial firms, and at one time a part owner of the largest studio in Detroit.

He came to California in 1923, and opened his present studio at 650 Bendix Bldg., Los Angeles, one of the best equipped. He likes photography, for each day brings new problems, new people, new faces. Mr. Hawthorne is a member of the Masonic fraternity, a member of local and national photographic organizations.

He pays high tribute to his wife, who takes care of the office for him. He jokingly tells us that he has had the same wife for 24 years and would not trade her for her weight in diamonds. Somehow, we know he really means it.

←❖→

A Motorist's Prayer

Teach us to drive through life without skidding into other people's business. Preserve our brake linings that we may stop before we go too far. Help us to hear the knocks in our own motors and close our ears to the clashing of other people's gears. Keep alcohol in our radiators and out of our stomachs. Absolve us from the mania of trying to pass the other automobile on a narrow road. Open our eyes to the traffic signs and keep our feet on the brakes.

←❖→

Passion is a sort of fever in the mind, which ever leaves us weaker than it found us. It, more than anything, deprives us of the use of our judgment; for it raises a dust very hard to see through. . . . It may not, unfitly be termed the mob of the man, that commits a riot upon his reason.—*William Penn.*



PICTOL

The former users of Metol who now use Pictol are practically unanimous in declaring Pictol fully equal to or superior to the imported product. "It is fully equal to imported Metol at its best," wrote a government bureau. Numerous letters say Pictol gives better tones with clearer whites and no clouded blacks, no matter how varied the lights and shades. Others say Pictol secures greater detail and remarkable depth, because it eliminates the tendency to veiling. Solutions remain clear and unusually long time—little or no discoloration. The development of more prints is possible before the solution need be renewed.

Pictol is one of a complete, perfectly co-ordinated line. In order that you may test the advantage of this, we shall gladly send the group assortment below, postpaid to your studio, for $2.00. For this trial order write our home office at St. Louis.

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

Mallinckrodt

Second and Mallinckrodt Sts.
ST. LOUIS, MO.

CHICAGO PHILADELPHIA
TORONTO MONTREAL NEW YORK

CHEMISTRY OF PHOTOGRAPHY

Now Available
In Stiff Cloth Binding

At the suggestion of our friends we published this 93 page book in a form that that will stand wear from much use.

It contains a complete explanation of the chemistry involved in developing, fixing, toning, intensification, reduction; also many manufacturers' formulas; tips on photographic problems and a complete index for easy reference.

Copies can be obtained from your regular dealer or direct from us for 50c each.

Four New Grades of Azo

There are now nineteen grades of Azo paper, six in the single weight and thirteen in the double weight, and they cover such a wide variety of surface textures, both in white and tinted stocks that the photographer will find no difficulty in selecting a grade to meet his requirements.

The four new Azo grades, **D**, **L**, **P**, and **Q**, are each supplied in Nos. 1 and 2 contrasts and are all double weight. **D** is a rough matte, white stock, **L** is a rough lustre, white stock, **P** is a fine grain, lustre, old ivory, and **Q** is a fine grain, matte, old ivory.

All of these new grades are well suited either to portraiture or commercial work. They are coated on an exceptionally fine stock, the surfaces are extremely pleasing, and the emulsion has that reliable quality and uniformity that have made Azo the most dependable and satisfactory of all medium-priced papers.

While many of the surfaces and stronger contrasts of Azo are specially suited to commercial work, there are ample grades of softer contrast for medium-priced portraits, for school work, or for quantity production of any nature in which the cost of material is a vital factor. When such economy is necessary, consider also the element of waste which Azo uniformity practically eliminates.

The prices of **D**, **L**, **P**, and **Q** are the same as for other double weight grades of Azo. A new booklet, describing the complete line of Eastman Papers, with processing instructions, is free on request.

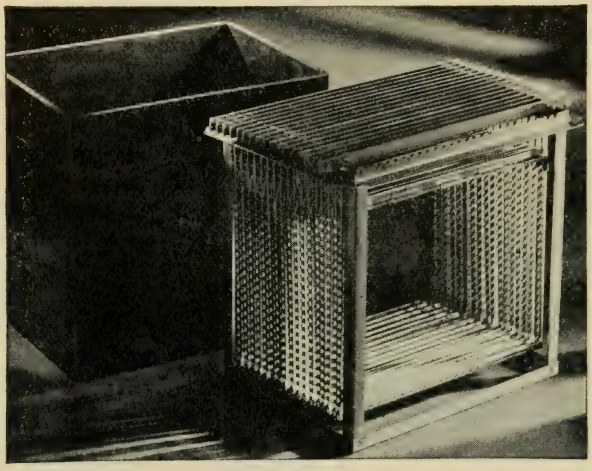
Speed Rating of Eastman Ortho Press Film

Photographers who are interested in the new Eastman Safety Ortho Press Film no doubt would like to have the speed rating of this film as compared with other film. On the basis of Par Speed as 100, the speed of Ortho Press Film is 120 with both daylight and Mazda light. In a few weeks we hope to have available for distribution the new book on Eastman Professional Film in which the new film will be mentioned.

Let us remind you that the new film is a highly orthochromatic emulsion and is backed to produce non-halation quality. Although but recently announced, we have noticed great interest in the new film, especially by press photographers who appreciate its many advantages. We have the new film in stock.

←❖→

Cellophane is being used in Germany as a protection for photographic plates. The emulsion side of the plate is covered immediately after the fixing and washing operations—while the plate is still wet—with a piece of damp, thin Cellophane, which is pressed slightly upon the gelatine by means of a rubber roller, so as to eliminate all pleats. On the left and right-hand sides of the plate, the material is allowed to protrude a little beyond the edges and these protruding pieces are then bent back upon the glass side of the plate and left there to dry, after which the side pieces are then cut off and the plates are ready for printing purposes. Reports from Germany claim this is a safe way of protecting negatives, as the Cellophane retains its transparent qualities and does not interfere with the clearness of the picture.



New Convenience for Film Development

TANK DEVELOPMENT of films, simplified by the Film Developing Hanger, is made an easier task by the use of the new No. 4 Film Developing Hanger Rack. This Rack, which has a capacity of seventeen 8x10 or twenty-five 5x7 films, eliminates the handling of individual hangers. It enables the photographer to develop, rinse, fix, and wash an entire batch of films as a unit.

Made of noncorrodible metal, its top rim is notched to keep the hangers evenly spaced. As Hangers are loaded with films, they are placed in the Rack and when full the Rack is lowered into the developing tank.

When films are developed by the time and temperature method, it is a distinct advantage to put them in the developer and to take them out all at one time, thus insuring uniform development.

Agitation of the films, which is necessary to prevent uneven development, is accomplished by raising and lowering the Rack several times during the process, a further improvement in film handling.

The No. 4 Developing Hanger Rack is made in one size which fits the No. 3 Eastman Developing and Fixing Box. You will find it a great processing convenience. The price is $3.75. May we include one with your next order?

The Man Who Knows

The man who wins is an average man,
Not built on any peculiar plan,
Nor blest with any peculiar luck,
Just steady and earnest and full of pluck.

When asked a question he does not "guess,"
He knows, and answers "no" or "yes,"
When set a task that the rest can't do
He buckles down till he's put it through.

Three things he's learned, that the man who tries
Finds favor in his employer's eyes;
That it pays to know more than one thing well;
That it doesn't pay all he knows to tell.

So he works and waits till one fine day
There's a better job with bigger pay,
And the men who shirked whenever they could
Are bossed by the man who work made good.

For the man who wins is the man who works,
Who neither labor nor trouble shirks,
Who uses his hands, his head, his eyes,
The man who wins is the man who tries.

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



3 SIZES 10, 17 & 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE COMPACT DURABLE EFFICIENT.

The best by test.

Keeping Business Up to Normal

If you take any notice whatever of advertising you have seen the effective efforts that are being made, through advertising, to stimulate buying. Merchants in your own locality are offering more for the public's dollars than ever before. In many instances they are sacrificing profits to dispose of stocks of merchandise in which a great deal of money has been invested.

The photographer has been very fortunate because he does not have a large amount of money invested in this manner. He produces what he sells—makes photographs to order—does not have a great amount of money tied up in materials. For this reason it would be foolish for *him* to reduce his prices. His profits are not large and his greatest cost is the item of labor.

We suggest that you, as a photographer, maintain your prices but that you give greater value for the price asked. We do not mean by this that you should give away enlargements or colored prints, or thirteen for a dozen, but that you dress up your prints to make them look like just a bit more for the money.

This idea of giving away an enlargement with each order is one of the most foolish things of which we know. Every print you give away helps just that much to kill the demand for the only thing you have to sell. And it cheapens your product. It would be much better to give away a toy or almost any sort of trinket rather than a photograph, because it's your business to *sell* photographs. Just think of that point seriously when you have the urge to give something away.

How can you dress up your photographs to make them look more for the money? There are a number of ways.

For example, you can emboss your prints with a plate-sunk line around the picture. An embossing tool costs only fifty cents and it is simple to cut masks. Heads of children are especially attractive printed in circles instead of in oval or rectangular masks. The embossed line adds a lot to such prints.

If you own an air brush a very attractive effect is produced by blowing in a slight tint just inside the embossed line. It is more simple than printing a tint and it can be done in a few seconds once you make a mask of the proper size. The tint should be a brown or yellowish brown and quite light. If you do not own an air brush you may be able to apply such a tint with powdered crayon and a tuft of cotton.

Another way of adding apparent value to your prints is in the careful selection of mountings. A new mount will make a print look different—will give it style, if it is an attractive mount, yet it may cost no more than the kind you are now using. People are not so much interested in securing bargain prices in portraits of themselves as they are in getting good portraits and good value for what they pay for them.

Of course, you should advertise to keep photographs always in the public mind and to make people want them.

A financial depression, real or fancied, is not going to prevent fond parents from having new photographs of the children, provided they want them. And, it's the business of advertising to put them in that frame of mind—to create that desire.—*Studio Light.*



THE GRACOPHOT

At one glance:

the proper time for exposures and the accurate distance.

The Gracophot combines for the first time an exposure and distance meter for photo and ciné exposures at daylight and artificial light. In a single measuring operation of but a few seconds therefore both the proper time for exposure and the accurate distance may be ascertained. The Gracophot has with the aid of eminent photographic specialists been constructed on a physically exact basis and will operate with absolute reliability.

The advantages to the photographer are:

Considerable saving as he will obtain **two instruments at the price of one.**

Easier practical working at the correct **time of exposure** and the current **distance** are ascertained at one glance.

GRACO

Price $12.00
Including Leather Case

Write for attractive resale price.

Order today from HIRSCH & KAYE.

JAPANESE HAND MADE PAPER

Single or Triple Weight—Contact or Enlarging

This is a new sensitized product, which in the single weight, supersedes that which was formerly called Japanese Parchmyn and in the triple weight is a similar emulsion on a heavier weight Japanese stock. This paper is hand made in Japan, especially for this purpose.

Both the single and triple weight paper is supplied in contact and enlarging grades. Be sure and specify which you desire, when ordering.

Size	*Dozen*	*½ Gross*	*Gross*
5 x 7	$ .85	$ 4.95	$ 9.50
6½ x 8½	1.30	7.60	14.50
8 x 10	1.90	11.05	21.25
10 x 12	2.55	14.85	28.50
11 x 14	3.65	21.30	40.70
14 x 17	5.50	32.00	61.35
16 x 20	7.60	44.25	84.80

(Larger sizes on application)

Facing Prints With Cellophane

Several methods by which prints may be faced with cellophane were explained some time ago in the "Commercial Photographer". Because this method so perfectly preserve prints from injury in cases where they are to be handled a great deal, we reprint the methods of applying.

The regular wrapping variety of cellophane is used. The sheets are soaked in water until thoroughly stretched and then any of the following methods may be used:

1. The dry print is quickly dipped in water and immediately squeeegeed to the Cellophane, so as to avoid wetting the print excessively. A blotter is put over the print and the whole thing is put under a mounting press for three minutes, the press being at normal mounting heat. The blotter is then quickly slipped out and the press brought down directly on the print for about a minute. It is then quite dry and comes off the tin easily.

2. The print is taken directly from the wash-water, squeegeed over the Cellophane, and then put under pressure (a copying press does very well) with a couple of blotters over it. In a few hours a good share of the moisture has left the print, and it can then be put under the hot press with a dry blotter over it—the same as in No. 1.

3. This method does away with the hot press. The prints are taken directly from the wash-water and placed for ten minutes in hot water at about 120 degrees F. They are then squeegeed over the Cellophane—stacked up under pressure with a couple of blotters over each print, and left for several hours, say overnight. They are then still a little damp and are taken from the tins and put between dry blotters under light pressure until dry.

4. In the above methods the prints were fixed in an acid hardening bath. In this method they are fixed in a plain hypo bath and are then treated the same as in No. 3, with the exception of not being put in the hot water.

5. Where a glossy dry machine of the drug type is available, this method can be used. The prints direct from the wash are squeegeed to the Cellophane on tins, as before, then immediately stripped off and run through the dryer. Or, the Cellophane and print can be floated together in water and then run through without squeegeeing together —care being taken to see that the Cellophane is not wrinkled.

6. This is a variation of No. 2, and does well where the prints are to be dry-mounted. Instead of putting under a hot mounting press, after having stood under pressure for several hours, the prints are stripped off and run through a regular heated belt dryer. There is a slight tendency to produce shallow wrinkles, due to insufficient pressure. Dry-mounting removes these.

Prints may be cloth backed if desired and for this purpose Holliston Photo Cloth is highly recommended. When they are to be cloth backed, prints are prepared by methods No. 3 or 4, squeegeed to the cellophane and then another piece of cellophane squeegeed over the whole thing. They are then stacked as before, left for several hours, stripped off, and dried between blotters. Prints prepared in this way, look well, will not curl and can be wiped off easily front and back.

Professional Service

GEORGE A. WEEDEN

Artist

Producer of

Fine Crayons - Water Colors - Pastels
Oil Paintings - Ivory Miniatures
Air Brush Work

711 - 47TH AVE., SAN FRANCISCO
SKyline 2759

BARGAINS?

HIRSCH & KAYE
BARGAIN BULLETINS
10 AND 11
Sent on request.

MOTION PICTURE AND STILL EQUIPMENT

E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
WEST 2611

RETOUCHING

Negative Alteration *Backgrounds*

MISS L. A. DURANT

555 JONES STREET SAN FRANCISCO
GRaystone 9360

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

MATILDA S. RANSDELL
495 - 27th Avenue San Francisco
Telephone BAyview 4584

MOORE'S OPAQUE

Moore's Universal Opaque may be applied with a brush, ordinary pen or a ruling pen. Dries quickly and is exceedingly flat and thin. It will not crack or chip off and cannot stick to the negative in printing.

1	ounce	$ .25
4	"	.60
8	"	1.00

ELIZABETH CROWNOVER

Retoucher

Complete Attention
Prompt Return
Prices Right

HOTEL CECIL SAN FRANCISCO
ORDWAY 3733

TIRRO TAPE

A rubber base adhesive tape. Excellent for use on your printers. Keeps masks in place, etc.

Per roll, 1 inch wide $0.50

Selling Enlargements From Small Negatives

Recently we saw an article in "Abel's Weekly" which appealed to us and we gave the plan a trial. After you have read the following article, we believe you will want to try it, and if you desire a sketch to show just how the magnifying glass and mirror are installed in the window, we will gladly give you this additional information. It is certainly worth trying.

One of the most successful ways of carrying summer interest into winter is by featuring enlargements. Every amateur has a flock of summer snapshots, many of which would make excellent pictures if enlarged. But, like selling two rolls of film instead of one, the idea is not going to occur automatically to the amateur. The suggestion must come from the studio or the dealer and now, while the interest that prompted the taking of those photographs is still alive, is the time to do it.

One difficulty in selling enlargements to amateurs is to get them to visualize the small print as a large one. If you can succeed in this you are fairly certain of making a sale. Good window display can achieve this more successfully than almost any other means, and here is a suggestion which can be used in the window or showcase, or in the studio or store, on or in a counter or case.

First of all, place a large magnifying glass immediately behind the plate-glass of the window, and behind the lens, at a distance of about nine inches, place a mirror. If a contact print is held in front of the magnifying glass, as is possible, of course, from outside the window, it will be seen on an enlarged scale in the mirror.

New Single Weight Grades of Opal

The constantly growing list of users of Vitava Opal will welcome the two new single weight grades, **F**, Gloss, and **A**, smooth, semi-matte, cream white.

The uses for glossy prints, both contacts and enlargements, are becoming so diversified that a glossy paper of the finest possible quality, suitable either for contact printing or enlarging, seems quite desirable.

Vitava Opal, **F**, gloss, has all of Opal's fine gradation quality and warmth of tone, plus marvelous brilliance and transparency of shadows which uncovers a wealth of detail. every commercial photographer will find a need for Opal **F** for his finest contact prints and enlargements.

Opal **A** has equally fine quality and may be used for the print which is to be solid-mounted. For such work a single weight paper is most satisfactory and costs less.

Relative Speed of Panchromatic Plates

Photographers who use Wratten plates will be interested in the following schedule of relative speeds for the various emulsions when exposed under daylight and Mazda lamp illumination.

Wratten Panchromatic Plates

Daylight	Mazda
100	150

W. & W. Hypersentitive Pan Plates

Daylight	Mazda
180	310

Wratten Process Pan Plates

Daylight	Mazda
40	60

Wratten "M" Plates

Daylight	Mazda
40	60



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE



NEW!
A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

Prices with Fast Speed

9x 9	$30.00
10x10	32.00

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

Quality Has Not Lost Its Sales Appeal

In an era of falling commodity prices it is natural that there should be a price stampede. However, a stampede, once started, is difficult to stop and numerous manufacturers have found themselves on the run down hill of price and no opportunity to get a toe-hold against the forces pushing them on down.

It is significant that at the present there is to be noted a reaction against price as a sales appeal. The Quality Maintenance League, formed to combat the inroads of price competition, has in it the seeds of a powerful influence toward getting manufacturers, retailers and the public back on a sensible basis of buying satisfaction instead of bargains.

Growing numbers of consumers are expressing dissatisfaction at the shoes, hats, suits, shirts, food, drugs, etc., of unknown brands that have been foisted upon them as bargains and have turned out to be anything but bargains. The 60-cent pair of stockings that wears out the first or second day is about as convincing an argument for better hosiery as a woman can buy. The $1.00 shirt that becomes a neck choker at the first washing makes another friend for the $2.00, or $3.00, or $5.00 shirt that won't shrink.

The time is ripe for more manufacturers to talk quality. Even the more expensive luxuries have been reduced in price along with the fall in manufacturing, sales and commodity costs. What many consumers don't realize is that on their present reduced incomes they still may buy many of the quality products that they formerly bought because these products have been reduced in price.

Among the retailers of the larger cities there is a noticeable tendency to play up quality. They still feature their bargain sales, but they spice the bargain advertising with quality talks. In spite of the price orgy that they have engaged in, they haven't made any money and now they are willing to try a different form of attack.

Many advertisers have succumbed to the price lure and have cheapened the quality of their products. The majority, however, have maintained rigid quality standards and slowly there is dawning on a certain group of consumers the fact that the manufacturer of an advertised product has an obligation to maintain quality that does not weigh upon the maker of an unadvertised article. Advertising has a big opportunity to stress this fact and it is salutary to note that more and more advertisers seem to be realizing this opportunity.

—*Printers' Ink.*

An easy way to mix up solutions is to use a covered jar. A Mason jar of the "presto" type is ideal for the purpose. The wide mouth makes it easy to pour in the chemicals and the jar can be sealed tightly and well shaken until the chemicals are dissolved. You will find a two quart jar just right for a pound package of hypo.

1932 CONDITIONS

demand, of the portraitist, the ultimate in quality, in artistry, in beauty throughout his work, if the prospective purchaser of portraits is to be impressed with the desirability of making Christmas gifts in this form.

To the finest negative it is within your power to produce, add the finishing touch which says, "The best!" Let the most beautiful warm tone portrait paper made bring the fine details of your technique and craftsmanship into the prominence they deserve.

Sample prints are available in

GEVAERT
ARTEX
PROJECTION
or
CONTACT
for prideworthy portraiture

The Gevaert Company of America, Inc.

423-439 West 55th Street
NEW YORK

Chicago
160 E. Illinois St. at Mich. Ave.

Toronto
347-349 Adelaide St. W.

All Gevaert Products can be obtained through Hirsch & Kaye, San Francisco

Many Unique Cards Received

One of the pleasures of the start of a New Year is the number of personal greeting cards we receive. This year was no exception, and we were remembered by many of our friends. We appreciate this thoughtfulness and were much interested in the wide assortment of ideas as conveyed by the cards. We noticed an increasing number of photographic cards which offered the sender unlimited opportunities for original ideas.

Among the unique cards we might mention was one from a photographer in Papeete whose card was written on Mou Haari, a natural product of the coconut tree. Limited space does not permit the individual acknowledgment we would like to publish, but we thank each person who added to our interesting collection of holiday remembrances.

Johnson Retouching Varnish

Photographers will be glad to know that we have received another supply of Johnson Retouching Varnish. This has always been a popular retouching dope applied to the area to be retouched. It is economical in use and most efficient in results.

1-ounce bottle..... $ .30
2-ounce bottle..... .60

Order today from Hirsch & Kaye.

How About Lamps?



Do you need lamps for the home, office, studio or workrooms? All sizes, shapes and colors are in stock.

Order today from Hirsch & Kaye.

We Like This

. . . I have been in close touch with this firm both selling to you and buying from you since 1902. I want to say this for your firm, when I was traveling as a commercial agent my personal contact and treatment was just the same as is now, as a buyer from you, above the average from any firm with whom I ever have dealt.

Your consideration for others, your customers, is wonderful. Your service prompt and of the best. No wonder a firm such as Hirsch & Kaye is successful. You deserve everything.

The foundation for this business was laid by Mr. Kaye and what a pleasure he must enjoy, to look back on such a wonderful organization. You should be doing 95% of the business on the Pacific Coast. You deserve it.

Many good wishes to all of you.

—F. D. B.



Do You Read It All?

When you get your copy of The Focus do you just pick out and read what interests you, or do you read it all?

It is our aim to make each issue as helpful as possible. Besides news of your friends in the profession, you will find many highly instructive articles—the meat of the best photographic writings appearing in current magazines. New methods, new wrinkles, to aid you in your work will be found in every issue. Read every word. Hidden in some obscure paragraph may be the exact information you are looking for.

If you have worked out some simple methods or short cuts of your own that you want to pass on to your fellow photographers—let us know about it. We will be glad to pass on all ideas of merit, no matter how simple.

Time Is Important in Everything a Photographer Does

▫ ▫ ▫

Hawkeye Reminder



The clock may be hung flat against the wall or set on a shelf close at hand. The alarm is easily set for the desired number of minutes. It is attractive, durable and dependable.

Each $4.50

Kodak Interval Timer



This Timer can be set for any number of minutes from 1 to 55 and at the expiration of that time the bell will ring its warning. It is useful for timing such operations as development, fixing and washing or for extremely long exposures.

New, improved model now supplied.

Each $5.00

▫ ▫ ▫

Eastman Timer



The Eastman Timer solves the problem. Has both minute and split-second hands which may be instantly reset. The large and plainly marked dial is easily read in subdued light. Fitted with alarm.

Each $5.50

A Timer —For Every Purpose —For Every Purse

▫ ▫ ▫

Interval Timer



The use of this Interval Timer will save you money. It may be set for any interval between fifteen seconds and two hours. At the end of the interval the alarm rings and the clock stops. Very useful in the dark room for timing tank development or for bromide work. It will pay for itself by saving operator's time and improving the quality of your work.

Price $4.50



Electric $9.50

"Measured Time"

Electric

Accurately times periods from one second to two hours. On a predetermined minute, gives clear-toned signal, loud or soft, long or short. Conveniently set from the front. A credit to the most attractively appointed laboratory, workroom, or office. In rich black, or ivory.

Alternating current only. Standard 110 V. 60 C.
Other cycles special.

Electric Interval Timer



Now we offer a practical interval timer, operated by 110 volt circuit. The Sunbeam Notifier is a real clock, guaranteed against defect for one year and made by a firm that makes a number of devices, some of them used on your automobile. The operation of the interval designator does not in any way interfere with the use of the clock as a regular clock.

The clock is octagon in design, 5½ inches in diameter, with 4-inch dial. A gilt sweep hand, (not shown in the illustration) can be used as a visible split second counter. The interval pointer can be set for any time from one minute to three hours. To set, merely press in button in center of dial, turn indicator to left to the desired time. When the time is up, the hand will be back to zero and the buzzer warns you. It buzzes till you press the center button again.

The Sunbeam Notifier can be set on a table, or hung by straps provided. Made in four colors, green, white, black and ivory.

Price $8.75

HIRSCH & KAYE *Have It*







Our Salespeople Tell Us

Norman Cooke has purchased the Hollywood Studio in Bakersfield after a survey of available opportunities. Mr. Cooke has previously owned and operated studios in San Francisco, Eureka, San Luis Obispo, Napa, and other communities.

♣ ♣

Sometimes there is such a thing as too much publicity. A photographer in Stockton who sells amateur supplies received some favorable mention by a columnist in his local paper, and it was mentioned among other things that the people of Stockton were actually saving their tinfoil to bring to this photographer who would use it to stuff burned-out Mazda lamps and make Flash Bulbs. It was all intended in a good natured way and was forgotten.

But about a week later a man walked into the studio with a large sack which he placed on the floor and expected the photographer to purchase the contents. The sack was full of tinfoil which he had laboriously collected and expected to sell.

♣ ♣

Bill Stewart, popular Eastman demonstrator, died after a serious illness. As one of the best known demonstrators, he made a host of friends, business and personal, all of whom will mourn his loss.

We read in Abel's that a life insurance company agent gives a coupon for some pictures to every one who buys a policy. Not a bad idea, from the company's point of view, for "photographers live forever" and maybe policy holders will live longer.

♣ ♣

A photographer back east puts wet prints on the hood of his car and proceeds to deliver them. Before he has gone many blocks they are dry enough to remove. That may be all right back east, but out here, photographers prefer to use Hirsch & Kaye Jumbo Ferrotype plates. They're cheaper than a new hood.

♣ ♣



A. Bene, San Francisco photographer was stricken while at dinner and died soon after. He was born in France and came to America in 1902. In 1910 he opened his studio in San Francisco at 2128 Fillmore Street. At the outbreak of the European War, he closed the studio to fight for France, serving most of the time in a forward observation post for the artillery. He returned unwounded, but with six decorations for bravery and daring skill.

Our sympathy to the brave family of a brave man.







Our Salespeople Tell Us

Burton Etter has closed his Haight Street studio in San Francisco, and has retired. He was in his last location for more than 26 years; somewhat of a record for a residence district studio.

♣ ♣

J. T. Bertrand was struck by an automobile and killed in Long Beach where he had his home and studio. Known to many photographers as "Bert", he had more than the usual number of friends, for he had been a demonstrator for the G. Cramer Dry Plate Company and other manufacturers.

♣ ♣

A freak windstorm visited the East Bay region several days ago and so violently shook the home of **D. A. Evans** that the plaster on the bedroom ceiling was loosened. During the night a large section of plaster was shaken loose from the ceiling and fell upon Mr. and Mrs. Evans while they were asleep. Both suffered from bruises and cuts and are to be congratulated on the escape from what might have been a serious injury.

The same storm removed the roof of a fire station around the corner.

♣ ♣

Betty Lund arrived at the home of **Mr. and Mrs. Eric Lund** December 26. How is that for a Christmas gift? Mr. Lund is with Shaw Laboratories, San Francisco.

♣ ♣

Claude R. Moury, Glendale photographer, no longer believes that Friday the 13th is an unlucky day. On Friday, January 13, he crossed a street to avoid a black cat and walked under a ladder. In doing so he found $20.00 on the sidewalk. Let's see, when does Friday the 13th come again?

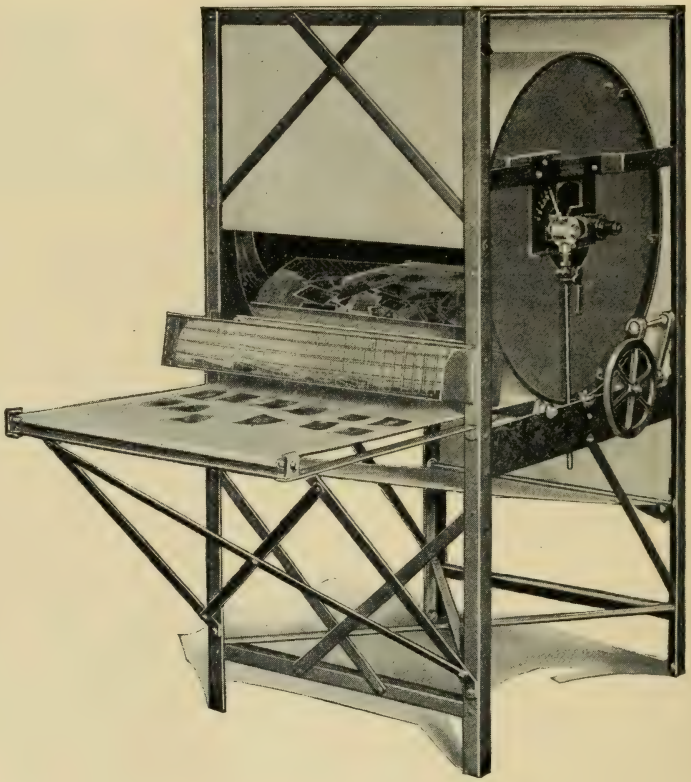
♣ ♣

J. H. Doherty, Fisher Studio, San Francisco, is entitled to all the sympathy a man can receive. Both he and Mrs. Doherty were stricken with flu and pneumonia and Mrs. Doherty died a few days later. Mr. Doherty was unable to attend the funeral because he himself was still in the hospital. If you think the world is unkind to you, think again.

♣ ♣

Many people know **Fred Mae** as a capable newspaper photographer. However, many do not know that he is a skillful aerial photographer as well.

In the Rotogravure Section of the San Francisco Chronicle of January 15 is a full page of aerial photographs by Mr. Mae. They are exceedingly well done.



PAKO ECONOMY DRYER

Built to give the greatest Glossy Dryer value for the money.

A full sized practical, utility Dryer of ample capacity to handle the volume of the average photo finishing laboratory.

Drum same size as previous models.

Thermostatic control of heat to insure uniform quality.

Moderate speed at which prints dry without excessive heat.

Drying apron is endless and washable, easily changed when necessary, positively controlled against "drifting."

Rugged construction, frame is light weight and unbreakable—rollers run in ball bearings.

Universal Motor, 110 or 220 volt.

Average capacity 800 amateur prints per hour.

Price including accessories $315.00

Satisfactory Terms Can Be Arranged

CONSIDER THE SPARROW!

In the midst of driving snowstorms, with drifts piling high in the streets below, a dozen or more sparrows gathered in the shelter just outside my office window, singing lustily. The wind and cold were equally powerless to silence their song, for it came up from within, a part of their nature. And, singing, they forgot the storm. Their song silenced the wind and shut out the cold.

Nothing in existence is so important as attitudes! By them we fill life with happiness or wretchedness. They make all our friends and enemies for us. As a result of them life becomes a constant triumph or uninterrupted woe. All the rewards and real disasters of life are by-products of our attitudes. If we extend the open hand to the world it will give us friendships. If we stick out our jaw and clench our fists, life becomes a succession of blows, some of which are more than we can stand.

He who takes the attitude of suspicion toward all men peoples his world with enemies and threats. He who trusts the world finds it rewarding him with friendships and confidence. He who looks for faults in his fellow-man is never disappointed, neither is the man who looks for virtues. The Prophet of Galilee, the wisest student of life that mankind has ever known, once said, "The Kingdom of Heaven is within you," and He might have said with equal truth, "The Kingdom of Hell is also within you," for that which makes life heaven or hell is not outside, but inside each of us.

We cannot be happy by trying to be. It is only as we try to be something else that we discover happiness has come as a by-product. As we forget our own happiness and give ourselves to certain great attitudes we find that happiness has crept in on us unawares. Nor are we failures because of forces outside of us which are beyond our control. We become failures only as we lose our mastery over our own attitudes. "I have observed," said a sales-manager who had oversight over more than 1,000 men, "that the man who comes home whipped at night is the man who went out whipped in the morning." It was not his customers, his territory, nor his price list that defeated him, but his own attitude.

And the significant thing is that each man chooses his own attitudes. No man can compel me to grow angry if I choose to keep good humored. No man can make another man bitter, or envious, or jealous. He becomes bitter, envious or jealous as a result of his own personal choice. Other people can determine the circumstances under which I must life, but no one on earth, except me, can decide how I am going to react toward those circumstances. I cannot change my features, but I can control my expression. I cannot run the town I live in, but I can be absolute master over my own state of mind. Even a sparrow can teach us something about life.

—*James Pohlman.*



NEW

WOLLENSAK'S

6-power

TELESCOPE



HERE'S the greatest telescope value ever produced! Positively nothing to equal it made anywhere, here or abroad.

High-grade optical system is *achromatic*—field of view is *clear* as in Nature, no edge-blurs, no "rainbow" to impede sight. Object lens 7/8", magnifies 6 times.

Draw tubes of super-heavy brass (for rigidity and long life), brilliantly nickeled; indestructible fibre body. 9¼ in. long, extended—fits pocket when closed; weight only 5 oz.

Width of field at 1000 yds. actually 52 yds. —60% more than others. When closed, serves as an excellent microscope.

A real wonder, sold on money-back guarantee. Genuine leather case. Literature free. Buy at dealers or direct, postpaid. Order yours today.

NOW ONLY

$2.50

WOLLENSAK OPTICAL CO.
ROCHESTER, N. Y.

Wollensak TELESCOPES MICROSCOPES BINOCULARS

NOW READY—

The Wellcome Photographic Diary and Exposure Calculator

The 1933 edition of the popular "Wellcome" Photographic Exposure Calculator, Handbook and Diary, is now available, and, as usual, is replete with all the latest photographic information. The exposure and developing factors have been brought up to date and the films which have been introduced during the past year are now included. These tables provide the photographer with invaluable information, and are the result of elaborate tests.

Price 75 cents

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In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions.

For panchromatic the ratio of Mazda wattage to mercury is two to one.

Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.
SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE

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AN UNUSUAL PAPER *for* PROJECTION PRINTING

Designed for those who wish their prints to command attention and produce new business

Grade A—Thin White Drawing
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Grade E——Medium Cream Drawing
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New Prices: 5x7 $0.65 per dozen 8x10 $1.50—11x14 $2.95

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EXTRAORDINARY

is a big word, but it requires a big word to tell the good qualities of Hammer's negative emulsions.

Throughout all of the year, whenever and wherever photographs are made, Hammer emulsions will be found dependable.

That's the reason so many successful photographers in all parts of the country continue to use Hammer.

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Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

Has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The Ingento is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with superstrength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

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Carried in Stock by Hirsch & Kaye

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

Jerry's Corner



By Himself

I've been to the Auto Show to givem the onceover.

♣ ♣

Why walk? For 50 dollars you can take a load off your feet and transfer it to your mind.

♣ ♣

A saleman was telling me that the more old cars they could break up the better business would get. But I do think the people in them should have a chance to get out.

♣ ♣

Another salesman was telling a lady all about his car. He said the car was so economical it would go 150 miles without filling the tank.

So she says—how far will it go if I fill it?

♣ ♣

There was a young fellow named Izzie
Who went for a drive in his Lizzie;
His view of a train
Was hidden by rain—
Alas for poor Izzie, where is he.

♣ ♣

Oily to bed
And oily to rise,
Such is the life
Of the garage guys.

♣ ♣

A fool there was who had worked like heck,
Even as you and I,
He saved his dough till he had a peck
Then he bought an auto, and made a wreck,
Of his hard earned dough which he had a peck,
And now he's in debt clear up to his neck,
Even as you and I.

The hog o' the farm has hair on his back,
The hog o' the road on his face;
If I should compare the road hog, I swear,
To the farm hog, 'twould be a disgrace.

♣ ♣

Many a man who passes you with his auto is behind with his payments.

♣ ♣

Breathes there a man with soul so dead
Who never to a cop has said,
When past the limit he has sped,
"Why donchu pinch that guy ahead?"

♣ ♣

Grandpa in his motor car,
Pushed the lever back too far,
Twinkle, twinkle, little star,
Music by the G. A. R.

♣ ♣

It is easy enough to be pleasant
When your automobile is in trim,
But the man that's worth while
Is the one who can smile
When he has to ride home on the rim.

♣ ♣

Ruth rode on my new cycle car,
In the seat in back of me;
I took a bump at fifty-five.
And rode on ruthlessly.

♣ ♣

"When Noah sailed the ocean blue
He had his troubles same as you;
For days and days he drove the ark
Before he found a place to park."

♣ ♣

Pedestrians should be seen and not hurt.

—JERRY.

WHEN BIDDING FOR AFTER-THE-HOLIDAY BUSINESS

Feature the T. L. Inexpensive Series of Easel Styles . . . 4x6 size and smaller



THE PRINCETON

(This is one of them)

In our Fall Catalog we list six styles selling from $6.50 to $8.25 per 100 in the 4x6 size—smaller sizes priced in proportion.

These are the styles to have on sales counter right now to show when price is the deciding factor.

Make Use of This Interesting Sample Offer:

For 20 cents we will send, postpaid, samples of these six easels. From these styles you can quickly select two or three just right for your medium priced portraits—especially those for children and students.

SAMPLE OFFER F-213

Remember—you can order *when you need*—
in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jumbo Ferrotype Plates

For some time we have furnished a standard quality of 18x24 japanned Ferrotype plate and a chromium Ferrotype plate in similar size. There has been a demand for a japanned tin of better quality, and we are glad to announce that we can now supply what photographers have long wanted.

Jumbo Ferrotype tins have an excellent coating of enamel. They are guarteed as to finish and to withstand a temperature considerably higher than would be found in average use. Jumbo Ferrotype plates are coated on extra-heavy selected grade of metal, and are supplied with a hole punched in one corner so they can be hung when not in use. They also have neatly rounded corners. For real Ferrotype economy, we suggest Jumbo Ferrotype plates which are furnished at the following prices:

Each	$1.50
6 to 11	1.35 each
12 or more	1.20 "

These plates are fully guaranteed.

Order today from Hirsch & Kaye.



Official Photographers of The "Century of Progress"

Taking photographs of everything from the smallest object visible to the large Travel and Transport Buildings, becomes the task of the Kaufmann & Fabry Company, of Chicago, who have secured the coveted honor of being official photographers of Chicago's World's Fair.

Science plays a large part in the plans for the 1933 Century of Progress, which will be spread before the world in Chicago. In order that the world might have an advance picture of the wonders to be opened to their gaze, the management of the Exposition selected a photographic firm which could photograph anything from an atom to the Travel and Transport Building, which is more than one thousand feet long.

There is much to picturize in this great Exposition, which will set forth the various stages of progress in the last hundred years. For example, travel from the canal boat to the airplane phases will be set forth, lighting from the wax taper to the latest development of electricity, textiles from the silk worm's cocoon to the most modern rayon, all will be pictured.

Treating Burns

If you burn yourself seriously with acid in the studio, have a doctor dress the burns as this type of wound becomes infected more easily than a cut. Carbonate of soda found in every studio, is a first rate emergency remedy however. It can be made more effective by the addition of a bit of raw potato. Make it into a paste and apply to the burn. After it has been on the burn a short time, apply a fresh application, then apply zinc ointment until such time as proper treatment can be made.

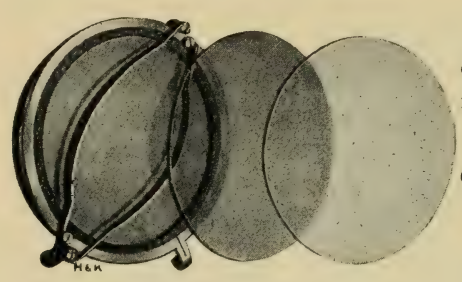
The carbonate solution may also be applied to clothing when acids are spilled on them, to neutralize the acid and prevent the material from rotting.

Do not keep the alabaster boxes of your love and tenderness sealed up until your friends are dead. Fill their lives with sweetness. Speak approving, cheering words while their ears can hear them and while their hearts can be thrilled by them.

—Henry Ward Beecher.

Bargains for the Photographer

BARRE COLOR FILTERS



A most convenient and practical color filter. It consists of three screens made of optically plane glass, light, medium and dark, increasing the exposure three, six and ten times, respectively, when used with Orthochromatic or similar color sensitive plates.

When not in use, all the screens may be carried in the holder, which consists of a threaded metal ring with collar and an ingenious spring catch, by means of which the screen is instantly fastened to the lens.

PRICE

No. 2 for lenses up to 1⅝ diam. ... **$1.35**

ENAMELED OVERHEAD REFLECTOR, 20 inches in diameter, fitted with mogul socket for large lamp.

Bargain Price **$2.00**

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**

(Can be purchased on terms.)

SWIVEL REVOLVING TRIMMER

Consists of simple outline metal handle of practical design and size, and ¼ inch cutting wheel.

Price **15 cents**

COOPER-HEWITT M TUBE mounted on portable stand supplied with 8x10 R.B. enlarging camera. This is as good a horizontal enlarger as you can obtain and is available for only **$67.50** complete.

HALLDORSON 5-UNIT PORTABLE LIGHT complete with stand and supplied with four 400-watt Blue Globes. Here is a bargain for **$30.00**

1000-WATT CLEAR MAZDA BULB, used but a short time. A bargain for **$2.00.**

PAKO JUNIOR PRINTER in excellent mechanical condition. A bargain for **$32.50.**

NEWCO FLASH POWDER

SLOW—A slow burning powder for commercial work, where extreme detail is wanted.

UNIVERSAL—An all-around powder for portrait or commercial work, for pan or bag use.

BAG—For banquets and groups, made with flash bag or cabinets (not pan). Quite noiseless.

SPECIAL FAST—To be used in open pan only, to stop action.

Newco Flash Powder, 2 oz. **$0.75**

2 VICTOR FLASH BAGS—Electric ignited. These bags are used as a unit of 2, or one bag only can be loaded with powder.

Sold only as a double unit for **$45.00**

Bargains for the Photographer

WINDOW SHOW CARDS

Black Cards, 22x28—*"Keep a camera record of summer's good times. All happy memories."* ..... **$1.25** each

Black Cards, 22x28—*"Snapshots of the kiddies. Priceless treasures in years to come. Photo finishing of the better kind."* ..... **$1.25** each

SIDE PIECES

#3B 4-Color Cards, 22x28—*"Snap Another Picture."* ..... **$1.25** each

#4B 4-Color Cards, 22x28—*"Quick as a Wink."* ..... **$1.25** each

MUSLIN BANNERS

#1B 3-Color Muslin Banners, 12″x6½′—*"Films." "Developing and Printing." "24 Hour Service."* May be cut in half and each part used separately. **75c** each

#2B 3-Color Muslin Banners, 12″x6½′—*"Films, Developing and Printing. Daily Service."* This may be cut in half also ..... **75c** each

3-Color Muslin Banners, 12″x6′—*"Good Photo Finishing. That's Our Specialty. A Trial Will Convince You."* ..... **65c** each

3-Color Muslin Banners, 12″x6′—*"Kodak Finishing of Quality. Bring Us Your Film."* ..... **65c** each

2-Color Muslin Banners, 12″x6′—*"Films, Get Them Here. Leave Them Here."* ..... **65c** each

2-Color Muslin Banners, 12″x6′—*"Films, Developing and Printing. Daily Service."* ..... **65c** each

Yellow Card, 10x13—*"Use Your Camera to Recall Happy Days. Photo Finishing Done Here Prompt and Dependable."* ..... **15c** each

3-Color Muslin Banners, 12″x4′—*"Films, Leave Them Here. Daily Service."* ..... **50c** each

Yellow Card, 10x13—*"Photo Finishing of Superior Finish. Leave Your Films Here."* ..... **15c** each

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LEDGE CARDS

#1—4-Color Cards, 17x13—*"24 Hour Service"* ..... **15c** each

#6 D—4-Color Cards, 7x9—*"Cameras and Films"* ..... **15c** each

#5 D—4-Color Cards, 4x10—*"Films* ..... **15c** each

#4 D 4-Color Cards—4x10—*"Cameras"* ..... **15c** each

COMBINATION TRIPOD



Number 3½ Combination Tripod. Length, extended, 55 inches; closed, 22½ inches. Weight 4½ pounds.

Bargain Price **$6.25**

Bargains for the Photographer

11x14 STUDIO CAMERA with Semi-Centennial stand. Camera has one 11x14 holder and one each 8x10 and 5x7 backs for double holders. A modern outfit for **$82.50**

BEATTIE ARC SPOTLIGHT.
A bargain for **$35.00**

COOPER-HEWITT M TUBE with rheostat. Excellent for camera room illumination or as a light for horizontal enlarging.
Bargain Price **$15.00**

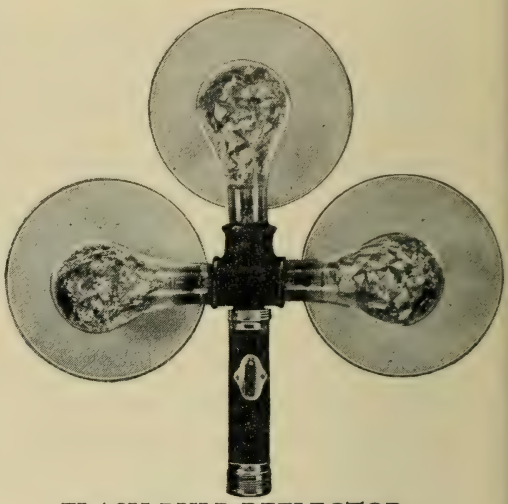
BEATTIE NORMA ARC LAMP. This lamp requires no special wiring, yet gives a powerful but completely controlled flood of light. A real bargain far **$75.00**

12-DRAWER CABINET for the storage of sample display pictures. Outside measurement of cabinet 42 inches long, 14 inches high, 17½ inches wide. Each drawer measures 1¼x14½x18½ inches long. Here is a pick-up for only **$4.00**

Used 15" **METAL TRIMMER.** Good for years of service.
Bargain Price **$6.00**

Used **PRINT FRAMES** with glass.

5	x 7	$0.75
5	x 8	0.75
6½	x 8½	1.25
10	x12	1.95
11	x14	2.25
16	x20	4.25
18	x22	4.85

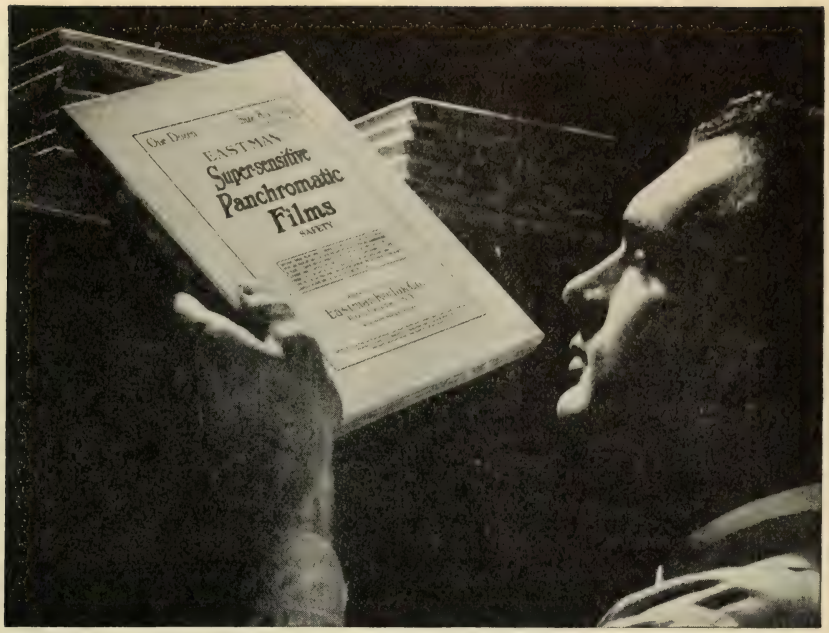


FLASH BULB REFLECTOR
Number 5

Designed for use with one, two or three Flash Bulbs. Battery in handle.
Bargain Price **$4.00**



BRIELOFF LAMP, equipped for use with 1000 watt tubular bulb. Mounted on telescopic stand, but can also be used as a hand light. Notice the top, bottom and side wings which give you control of the light.
Bargain Price, complete with cord and 1000 watt T 20 lamp **$21.50**

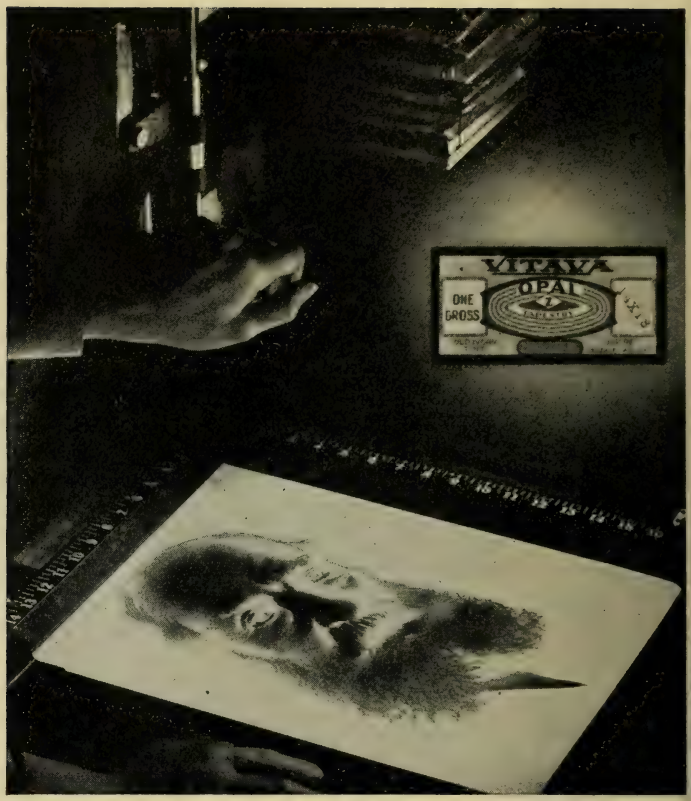


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DECIDED improvements in the quality of portrait results are made possible by the use of Eastman Portrait Panchromatic and Super-sensitive Panchromatic Films. Their extreme speed enables you to catch in split seconds the flashes of characteristic animation, which can't be held by the subject. The result is realism—lifelike portraits.

These fast films also give better rendering of flesh tones, greatly reduce retouching, and produce negatives having the finest technical quality. They will help you to make more satisfying portraits.

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NOW ....CONTACT QUALITY IN PRINTS OF ANY SIZE

THE finest contact-print quality is a reality when the large print is made on Vitava Opal. This wonderful paper has warmth of tone, richness, gradation, and an ample variety of beautiful surface textures. In fact, Opal is equally suitable for contact printing when the light is reduced to suit the exposure.

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THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. IX FEBRUARY, 1933 No. 2

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A JUMP OF 146 FEET.

(See Page 9)

Published by

HIRSCH & KAYE

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DEFENDER VELTURA

A Rapid Paper for Warm-tone Projection Prints

Surfaces (and Code Letters)

C	*Cream Matt, D.W.*
DD*	*White Rough Matt, D.W.*
DL	*Velvet Grain White Luster, D.W.*
DM	*Velvet Grain White Matt, D.W.*
EL	*Velvet Grain Buff Luster, D.W.*
EM	*Velvet Grain Buff Matt, D.W.*
ER	*Rough Buff Matt, D.W.*
LER	*Rough Buff Matt, D.W., Light Tint.*
ES	*Smooth Buff Matt, D.W.*
F	*Veltex, S.W.*
I	*White Rough Matt, Med. Wgt.*
J	*White Platinum Luster, D.W.*
K	*Buff Platinum Luster, D.W.*
KK*	*Rough Buff Luster, D.W.*
LKK*	*Rough Buff Luster, D.W., Light Tint.*
P*	*Buff Super Rough Luster, D.W.*
Q*	*White Super Rough Luster, D.W.*

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Veltura's passport to popularity in portraiture was won by—

Contact quality . . . . Tone

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Contact quality . . Behavior

If you cannot readily obtain VELTURA *or* ARTURA IRIS *through local distributors, we shall appreciate your writing to Rochester or Branches.*

Defender Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. IX FEBRUARY, 1933 No. 2



INTRODUCING—
GEORGE T. KELLERMAN

George T. Kellerman is a native of Indiana (Huntington) but remembers little of Indiana, for when he was a year old, his parents moved to New York, locating where Greenwich Village is now located. Later they moved to Brooklyn. On graduation from St. Augustine's Academy, young Kellerman became interested in fine engraving on stone and similar work, but as this proved too much of a strain for his eyes, he turned to clerical work.

But all this time he felt the urge to enter the field of art, and in due course of time took up photography. An unusual opportunity was offered to make still pictures for motion picture studios located at Fort Lee, New Jersey, where the early Fox and Selznik Studios were then located.

But he found it difficult to become adjusted to this work, and we next hear of him at Louisville, Kentucky, where in the studio of John T. Berry, he had his first experience as a portrait operator. He returned to New York and found employment in such well known studios as Marceau and Sarony. We next hear of him at Palm Beach, Florida, and it is probably here that he felt the desire to come to California.

At the present time he is associated with Walter Seely in the San Francisco studio at 466 Geary street, and since his arrival in San Francisco has attended the California School of Fine Arts in order to absorb latest ideas in drawing and painting. His pictorial scenes have won high honors, and photographers interested in these subjects are invited to call on Mr. Kellerman and visit with him.

It is not enough to know, we must apply it. It is not enough to will, we must do it.—*Goethe.*

Softened by coddling, we cry out: "Everything is against us." . . . What a cry to come from sons and daughters of the soldiers of freezing Valley Forge! —*Alexander Johnston.*



Some persons pining under discouragement waste enough time to win success.—*Forest Richmond.*



A good man keeps hitting the bull's eye without shooting the bull.

Every married man thinks he would be rich if he had remained single.



•

There are few demands made upon a bromide enlarging paper which are not readily met by the exceptional emulsion characteristics of world-famous Gevaert NOVABROM, and by the thirty-five surface, weight and contrast varieties available. It will repay you to become familiar with those varieties which you do not already know—have you tried the handsome Platino Gravures?

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Photography by Invisible Light

INFRA-RED PHOTOGRAPHY

For some years experimenters in photography have been attempting to take photographs by light which is either invisible or only slightly visible to the eye, the invisible waves of light being longer than those to which the eye is sensitive. The limit of sensitiveness to the eye is usually given as the point where the waves have a length of 700 units (i.e., 700 millimcrons) (1) these waves, of course, being red. Waves of light which are longer than those are said to belong to the infra-red region of the spectrum.

One of the great reasons for using infra-red light in photography is that it can penetrate far better through hazy atmosphere than visible light, and so it is very valuable for photography at great distances.

Captain Abney, one of the foremost photographic investigators of the last century, described ways of making a plate sensitive to the infra-red as far back as 1880. Professor R. W. Wood, of Johns Hopkins University, published in 1910, a series of remarkable photographs he had taken using infra-red rays alone.

Nearly 10 years ago Professor Wright photographed the Yosemite Valley from Mount Hamilton in California, 120 miles away, using infra-red rays. These, however, were comparatively near the visible spectrum. In recent years great progress has been made in this field, and Captain A. W. Stevens of the United States Army Air Service has made photographs from airplanes by infra-red light both over the Rocky Mountains and in South America. In 1931, he attained a distance of 310 miles, at which distance from the airplane the peak of Aconcagua was photographed. Early in 1932, he photographed objects at even greater distances, the subject of particular interest in this case being Mount Shasta, photographed at a distance of no less than 331 miles. The Aconcagua photograph was remarkable in that it showed the line of haze over the Pampas as curved, owing to the curvature of the earth, and it may be said that for photography of this type the only limit to the range of the camera is that fixed by the curvature of the earth. An airplane flying at 20,000 feet over Dayton could easily photograph the city of Detroit.

These photographs are, of course, taken by placing a color filter over the lens so that the visible light is absorbed, the scene itself being bathed in full sunlight. In order to take a photograph by light which cannot be seen at all by the eye, it is necessary to use photographic materials which are sensitive not so much to the infra-red rays close to the visible spectrum as to those which lie somewhat further away from it.

The maximum sensitiveness of the materials used by Captain Stevens is at 760 units, and while light of this wavelength is very dark, it is still visible if sufficiently intense. When the waves

(1) See also page 19, November Focus.

(Continued on page 7)



Mallinckrodt's Sulphite

Mallinckrodt's "Photo Purified" Sodium Sulphite is permanent in strength, flows freely, does not cake, is easy to weigh, and makes crystal-clear solutions. A companion product of the other Mallinckrodt Photographic Chemicals.

In order that you may prove the advantages of a complete, co-ordinated line of Mallinckrodt chemicals, the following trial assortment is offered. All these chemicals will be sent you post paid to your studio for $2.00. Order direct or through your regular dealer.

THE CHEMISTRY OF PHOTOGRAPHY

This book has been revised and bound in stiff cover. In hundreds of studios this book has answered many perplexing problems. The Chemistry of Photography explains finishing problems. Price, 50c.

THE SPECIAL $2.00 OFFER

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
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INFRA-RED PHOTOGRAPHY

(Continued from page 5)

are longer than 800 units, however, they become invisible even when very intense, and for some years photographic materials have been made which are sensitive to this region of the spectrum but which, owing to their low general sensitiveness, require 1 long exposure. These materials are used chiefly by the astronomers for the photography of the spectra of stars, and intensive work has been done in the Kodak Research Laboratories, in order to increase the sensitiveness of the materials so that the photographs of spectra of fainter stars could be made.

Recent improvements in the sensitiveness in this region suggested to Dr. Mees, the director of the Kodak Research Laboratories, that it might be possible to take a photograph in complete darkness, and this was done on October 7, 1931, when the laboratories were visited by a group of distinguished executives and scientists, sponsored by the National Research Council. In the auditorium of the laboratory a booth was erected in which were placed fifteen 1000-watt electric lamps pointed towards the ceiling of the room, and over the top of the booth were placed very deep filters which transmitted only infra-red light (Wratten 88-A filters). Using one of the special new infra-red sensitive plates (Eastman Mesocyanine Plates) hypersensitized with ammonia, and a lens working at f/3.5, a good negative of the group in the auditorium was obtained with an exposure of 1 *second*.

We would now recommend Wratten 87 filter, instead of the No. 88-A, as it lets through no visible light, and has about the same factor as the 88-A.

(To be continued in March)

We suggest you save your copy

PANCHROMATIC ROLL FILM

The Eastman Kodak Company plans in March to supply Eastman Supersensitive Panchromatic Film in the form of rolls and film packs of the most popular sizes. The emulsion offered will be of the same type as those which have found wide use on motion picture film, 16-millimeter motion picture film, cut film, and plates.

In the recent past the interest among amateur photographers in the special photographic qualities of panchromatic materials has increased appreciably. A panchromatic emulsion easily available for this group is the Eastman Kodak Company's objective in taking the forthcoming step.

Panchromatic emulsions require somewhat different treatment in photo finishing from that accorded emulsions not sensitive to red light.

Hirsch & Kaye will have the new film as soon as it becomes available. Have you ordered?



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
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The New
INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



3 SIZES
10, 17 & 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by

HIRSCH & KAYE

The Merchandise Man Looks At People

Women always have spending money, no matter how hard up their husbands may be. All women long to be beautiful, and believe in anything that holds out this hope. And a physical fact like fatness is more interesting to women than city planning.

These hard-boiled views are given in an advertisement of Abbott Kimball, Inc., New York advertising agency, a collection of "maxims of a merchandiser," and the merchandise man is just as hard-boiled about people generally, as is seen by these further comments.

A man never grows up, and will spend as much time choosing a trout fly as a refrigerator.

People are steadfastly unwilling to skimp on things they buy for their own children.

Few women can appraise merchandise without feeling it—and the best merchants rely less on their eyes than their finger-tips.

Most people are as much afraid of a price that looks too low as one that looks too high—credibility is the great art in pricing. A modest reduction of six per cent can be more convincing than a yawp about fifty per cent off, or selling below cost.

Unless a store can satisfy most of its customers whenever they call, they quit and become critics, and spread unfavorable gossip.

No incoming or outgoing fashions need take you by surprise—they cast long shadows, like the sun at dawn and sunset. All the king's horses cannot keep an article selling as soon as it goes out of fashion. In spite of the lures of the stylists, most people remain chiefly interested in six things—Hunger, Thirst, Sex, Money, Shelter and Death.

In selling, a minute demonstration is better than an hour of cajolery. In any campaign to "educate" the public, most of the pupils will flunk. Millions of men have made hundreds of dollars by forcing some article on the public—but hundreds of men have made millions of dollars by letting public demand be their guide.

←❖→

The Front Page

The interesting picture on the front page of this issue was made by W. W. Polson, who has specialized in winter sports. The ski jumper is Rolf Wigaard of Oslo, Norway, a member of the Auburn Ski Club and other organizations. The ski jumper is actually traveling at the rate of 80 miles high in the air over the Cisco hill of the Auburn Ski Club and jumped 146 feet.

The picture was made January 8 of this year on Gevaert Super Chromosa Press Plate, exposed in a Speed Graphic camera, exposure 1/825 of a second at F5.6. The negative was developed for five minutes in a Pyro Metol formula and printed on medium contrast of Bromide. Mr. Polson has kindly contributed a timely and helpful article on snow pictures which we are glad to publish in this issue.

←❖→

Sticking push pins into the wooden bed of a trimming board will be found especially convenient when working in the dark room in a dim light. Measure carefully from the cutting edge and set the pins carefully the first time. They can be quickly inserted in the old holes whenever the same size is to be cut.

EXTRAORDINARY

is a big word, but it requires a big word to tell the good qualities of Hammer's negative emulsions.

Throughout all of the year, whenever and wherever photographs are made, Hammer emulsions will be found dependable.

That's the reason so many successful photographers in all parts of the country continue to use Hammer.

You can get more facts by writing for free Portfolio of Prints with Suggestions.



HAMMER DRY PLATE CO.

161 West 22nd St. NEW YORK CITY

3547 Ohio Avenue ST. LOUIS, MISSOURI



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

"HYPONO"

Many attempts have been made to shorten the time occupied in washing negatives and prints after removal from the fixing bath. An hour's wash is usually recommended. To ensure perfect washing, prints need to be kept constantly on the move. This is tedious and tiring. In hot weather a long wash softens the gelatine and increases risk of frilling.

HYPO ELIMINATORS

There are certain known chemicals which will quickly remove Hypo from the gelatine film of plates and prints. These chemicals as used by photographers are known as hypo eliminators. Their use has not become general; being restricted on account of cost and uncertainty of action. Some of these old eliminators are liable to set up chemical action in the film which endangers the permanence of the negative or print.

"HYPONO" IS DIFFERENT

"Hypono" is something quite different from anything of the kind yet introduced. It is a powerful fluid of secret composition, prepared by skilled chemists. In the first place ITS ACTION IS PRECISELY KNOWN. The expert chemists who discovered Hypono can demonstrate its action; and any chemist having the necessary appliances can carry out a test whereby it will be proved that on transferring a negative or print to the Hypono bath, THE HYPO IS EXPELLED. It does not remain as a chemical compound but is driven out by the Hypono. At first it is seen to fly away with great rapidity and in great volume. The speed and quantity diminish gradually until, AT THE END OF THREE MINUTES, THE HYPO IS ALL EXPELLED, saving a very minute portion which is never got out in any process generally used—not even by prolonged washing. Thus in three minutes the Hypo is driven out and Hypono has taken its place.

Then Hypono is different in point of cost. A 4-ounce bottle of this highly concentrated solution will make from 2 to 4 gallons of working solution. This can be used repeatedly and is capable of removing the Hypo from 1000 5x7 plates or prints. Hypono can be employed for all kinds of plates, films, bromide, gaslight, P. O. P. and self-toning papers.

The use of Hypono does not interfere in any way with the subsequent toning of bromide or gaslight prints.

TIME SAVED

To remove the Hypono it is only necessary to wash for 5 minutes. The negative or print is now quite permanent. It has taken only 8 minutes to make it so, as against one hour by the usual washing with water method. And the Hypo has been more thoroughly eliminated because, although a minute portion of hypo was left in the film, a minute portion of Hypono has also been left in and in course of drying the Hypono feeds on the hypo. When the film is dry it is ABSOLUTELY FREE FROM HYPO.

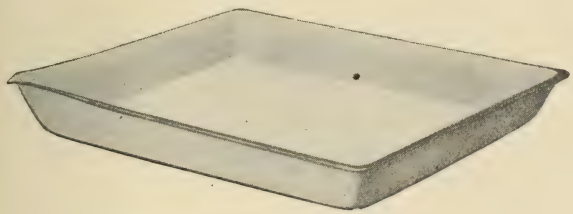
Strict tests have been made of negatives and prints treated with Hypono. Chemical tests have demonstrated the entire absence of hypo after Hypono has been used. Prints treated in 1907 and exposed to strong light, heat, and damp have stood the test. The user of Hypono can therefore feel the fullest confidence in it.

4-ounce bottle, 60 cents

HIRSCH & KAYE *have it!*

Steel Enamel Trays

AT NEW LOW PRICES, LOWER THAN YOU HAVE BEEN QUOTED



Made expressly for photographic use these trays are both acid and chemical proof. Under ordinary conditions of usage they will last indefinitely.

PRICES	
4x 6	$0.60
5x 7	0.75
7x 9	1.00
8x10	1.10
10x12	1.50
11x14	2.50
14x17	3.60
16x20	4.80
20x24	7.50
23x28	13.00

Now you can afford those new trays.

Crystal Dry Mounting Tissue

(Wax Paper Interleaved)

CRYSTAL DRY MOUNTING TISSUE is an entirely new product of superior adhesive strength, with a wide range of temperature latitude. It is specially prepared to meet the most exacting requirements of the photographic profession and other industries where such a product is used.

CRYSTAL DRY MOUNTING TISSUE can be worked at LOWER temperatures than other tissues without affecting its superior adhesive qualities. It is THINNER and will take the heat QUICKER. It saves the print, it saves money and annoyance and many other disadvantages, too numerous to mention.

CRYSTAL DRY MOUNTING TISSUE is not subject to climatic conditions. It can be used anywhere, anytime, and will not become brittle or soggy. The special WAX PAPER INTERLEAVING is a further protection, permitting its storage for almost indefinite periods, even in Summer weather or hot rooms.

CRYSTAL DRY MOUNTING TISSUE can be furnished in all standard and special sizes. Packed in neat cartons of 1 gross, also in rolls and quarter and full reams, it will meet the most particular demands of anyone desiring a BETTER Dry Mounting Tissue.

One Gross Cartons

3¼ x 5½"	$ .45
3⅜ x 5½"	.45
4 x 5 "	.45
4 x 6 "	.60
4¼ x 6½"	.65
5 x 7 "	.85
5 x 8 "	.90
5½ x 7¾"	.90
6 x 8 "	1.30
6½ x 8½"	1.35
7 x 9 "	1.35
7 x 11 "	1.70
7½ x 9½"	1.70
8 x 10 "	1.75
10 x 12 "	2.85
11 x 14 "	3.40
12 x 15 "	4.00
14 x 17 "	5.10
16 x 20 "	6.90
18 x 22 "	8.65
20 x 24 "	10.20

Rolls

10 yds. x 20"	1.15	50 yds. x 20"	5.65
10 yds. x 25"	1.45	50 yds. x 25"	6.50
10 yds. x 30"	1.75	50 yds. x 30"	7.90

Reams

20 x 24" Full	$32.00	Quarter	$ 8.50
25 x 30" Full	52.00	Quarter	13.75
30 x 40" Full	78.00	Quarter	20.50

Order Today
from Hirsch & Kaye

Film Backgrounds

Somewhat recently we prepared a series of film print-in backgrounds of modern and timely design. Our salesmen have had photographs of these backgrounds and it is likely that you have seen them. If not, we are prepared to furnish photographic reproductions in reduced size so that you can see the attractiveness of the numerous designs available in several popular sizes.

You will help yourself and ease your work if you have a number of film print-in backgrounds on hand, and if not already provided with an assortment, we suggest you now write for sample prints from which you can make your selection.

Merely ask for photos of film backgrounds and we will do the rest.

Titling Prints

A photographer suggests "Radio Mats" as the ideal way to neatly title prints. The mats are sheets of very thin gelatin between sheets of a special type of carbon paper. The title is written on a typewriter, using the stencil lever and cleaned type face. After being typed on the mat the gelatin is removed from between the carbon sheets, trimmed and affixed to the negative. The resulting white lettered title shows only a faint trace of edge.

"Radio Mats" are made in various colors, but clear base is the most suitable for titling.

←⁂→

Radio-Mats



Radio-Mat Slides are Ready for Typing

Slips in typewriter as easily as an envelope. After typing directly in open space (with typewriter ribbon *Thrown Off*) discard envelope back and red sheet and drop transparency with mat between cover glasses ready for projecting.

Box of 50 Radio-Mats
in colors. Amber, Green or White.....$1.50

Please specify color when you order

Hirsch & Kaye *have them*

Here and There

What is said to be one of the largest collections of pictures of sailing vessels is owned by Olga Dahl and George W. Miller of the Waters Company, San Francisco. The total number of pictures approaches a thousand, and includes many prominent ships of all kinds.

←⁂→

A contributor to the news magazine, "Time", recently wrote of his experiences in Lapland and mentioned that the people there were so pious that they consider photographs quite worldly, and therefore discourage them. Which makes us think that Lapland is a poor place to consider for a branch studio.

←⁂→

What is probably the largest camera of its kind has recently been restored to active duty. It is an 8x10 camera of the Graflex type, made of brass and teakwood by an English camera manufacturer. The camera was especially made to obtain still pictures during motion picture production without need of enlargement. The camera weighs 34 pounds and when set for action is 18 inches high and 30 inches long.

←⁂→

What may be a record in photo murals was recently made by Kaufmann & Fabry of Chicago, recently appointed official photographers for the Progress Exposition. This mural adorns a wall of the Administration Building and consists of thirty-three panels with total size of 20 feet by 35 feet. The finished picture measures 106 times the area of the original painting.







Our Salespeople Tell Us

Perhaps the highest honors that can be bestowed upon a photographer is a Fellowship of the Royal Photographic Society of Great Britain. We were delighted to read that this high honor had been bestowed upon **Mr. Sigismund Blumann,** popular and capable editor of "Camera Craft." It is indeed an achievement to sign one's name and then be permitted to use the initials F.R. P.S. Congratulations, Mr. Blumann, from "The Focus" and its many readers.

♣ ♣



James V. Lloyd, assistant superintendent of Grand Canyon National Park, was a recent visitor to San Francisco. Mr. Lloyd was formerly at Yosemite, where his Park pictures helped to make Yosemite one of the most popular of the National Parks.

♣ ♣

One of the most active members of the Burlingame Women's Club is **Mrs. Beulah Ross,** who is Chairman of the Art Section. At a recent meeting, Mrs. Ross arranged a novel program which she called "Pages from the Family Album." She showed the evolution of photography from the Gay Nineties to the present time. While this was arranged in the form of a pageant, Mrs. Ross saw to it that the walls of the Club room were suitably decorated with appropriate pictures.

♣ ♣

R. C. Middleton, of Eastman Studio, Susanville, is a modern William Tell in the making. With a bow and arrow he does everything but hit the proverbial apple. Jack rabbits are his long suit. He keeps his eye in trim with a straw target in the back lot, and has form plus or whatever it is that archers require.

♣ ♣

R. E. Stinson died December 23 at the home of his daughter in Chester, California. He was formerly in business in Klamath Falls, then in San Francisco, and for the past year located at Chester. He had spent thirty years as a photographer.

♣ ♣

W. S. Valentine, of Redding, is diving for gold in the Sacramento River. By diving, we mean an honest-to-goodness deep sea diving suit and all. Bill has crowded a lot of adventure into three score years. You should listen to him over a camp fire.

♣ ♣

At the January meeting of the **East Bay Commercial Photographers Club** an interesting publication was distributed as a souvenir of the first meeting of the year. The announcement was the "Razzberries" edition and was suitably toned in red.







Our Salespeople Tell Us

Camera enthusiasts in twenty-four coutries of the world and twenty-two states of the Union have made personal applications for entry forms to exhibit their photographic craftsmanship in the 1933 International Photographic Salon at Chicago's 1933 World's Fair.

♣ ♣

Among recent visitors to San Francisco was **J. B. Rhea** of Monte Rio, who called to discuss his plans and requirements for the season.

♣ ♣

Mr. and Mrs. Peter Holmboe of Roseville also came to San Francisco for a hurried business trip.

♣ ♣

During the heavy storm of last month, the town of Grass Valley was very much snowed-in. The supply of water was cut off, all work in the mines was suspended, and a number of stores were closed for lack of water and customers. In years to come we can visualize the old timers comparing an average winter with the big storm of '33.

♣ ♣

We were glad to welcome **Mr. J. G. Thompson,** Santa Rosa photographer, who came to San Francisco to testify in behalf of some legal pictures he was asked to make. We were especially glad to hear his report that Mrs. Thompson, who has been ill for some time, is now much better.

♣ ♣

The Wallace Studio, Hayward, California, is now located in new quarters at 1088 B Street. Mr. Wallace is quite active in East Bay photographic associations.

♣ ♣

The Bullock Studio, for many years on 7th Street, Oakland, has been moved to 3732 East 14th Street, the former location of the Holston Studio.

♣ ♣

Mr. and Mrs. Fred G. Anderson of Santa Barbara recently came to San Francisco for a visit. Mr. Anderson found time to come to our office to exchange greetings.

♣ ♣

An interesting series of lectures on the Indian tribes of Mexico was given this month by **Miss Judith Martinez,** San Francisco photographer. Miss Martinez is a native of Mexico, and although she lives in San Francisco, she spends four months of the year in her own country to acquire her degree of M.A. in Mexican folklore at the University of Mexico. Pictures of native life will be on display at Gump's in San Francisco February 27 to March 1. In the near future we hope to tell you more about Miss Martinez, whose photographic skill is rapidly attaining recognition.

A PRACTICAL, ECON

CAN BE PURCHASED O

Sterling Photo Finishing Outfits



Sterling Outfits finished in acid-proof enamel consist of one Water Jacket, one Developing Tank and one Fixing Tank with center compartment for washing and rinsing. Jacket is fitted with nipples for intake and overflow pipes. Circulating water on all sides of tanks assures temperature regulation. Water Jacket, Covers and outside of all tanks finished in durable Blue Enamel.

NEW SIZE FOR NEW 8-EXPOSURE NO. 116 FILMS

Blue tanks 8x12x47" each	$17.50
White tanks 8x12x47" each	19.00
Lids for above tanks, each	2.10
Water-jackets for tanks, each	46.50
Lids for water-jackets, each	4.50

Tanks, 19 gallon capacity.

10 gallon tank will hold twenty to twenty-four rolls of films. **Two or three loadings can be developed per hour, or 450 to 500 rolls per day.**

PRICE ON TEN GALLON SIZES

Blue tanks, 5x12x42" each	$12.00
White tanks, 5x12x42" each	15.00
Lids for above tanks, each	1.75
Water-jackets for tanks, each	36.00
Lids for water-jackets, each	3.90
Film clips, per pair	.45
Extra wires	.15

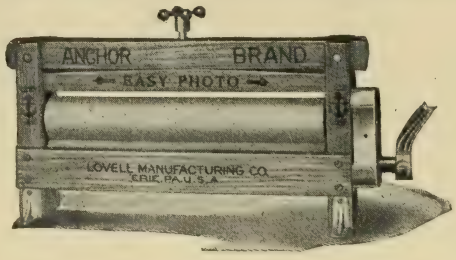
Film Pack Developing Hanger

To all finishing departments employing the vertical tank system, this hanger proves indispensable. Each accommodates an entire Film Pack, the twelve films being fastened to the clips as shown in the above illustration. For hanging it is doubled over the Eastman Film Hanger by means of a hinge in the center.

Film Pack Developing Hanger, for twelve films	$1.50
Extra Clips for Hangers, per dozen	.90

Easy Photo Wringer

A hand operated wringer, medium in price, which meets every requirement of the photographer. Perfect contact is assured and the Easy Photo Wringer positively will not buckle prints.



Fitted with the best quality rubber rolls, this wringer will quickly eliminate free water from both prints and tins, thus shortening drying time.

	Rolls Inches	*Shipping Weight Lbs.*	*Net Price Each*
No. 312	12x2	26	$10.50
No. 316	16x2	30	12.75
No. 318	18x2	32	13.88
No. 320	20x2	34	20.00

ICAL INSTALLATION
OF MONTHLY PAYMENT

Put These On Your Payroll

PAKO Junior Printer

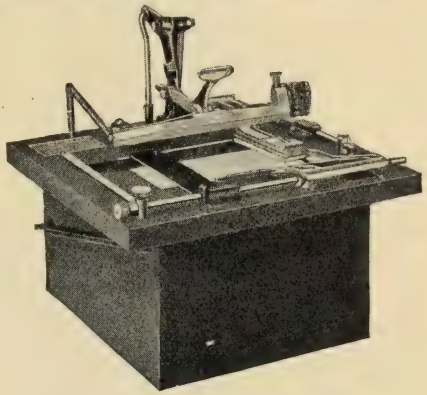
This machine is light, portable, yet strongly built to give long, dependable service. Has the same printing head as the Model "B," save that the platen is hand operated.

Designed to fit into work table or shelf, to be removed when not needed. It is ideal for providing reserve capacity, although it is giving year-round service in many photo finishing plants.

It is easily operated and enables inexperienced operator to attain speed of 250 prints hourly on short run commercial work.

Its low cost enables any photo finisher to have dependable reserve equipment which he can apply to his extra heavy days, without a large idle investment on normal or light days.

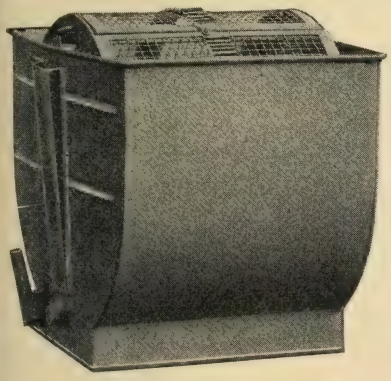
Has divided platen, automatic numbering device, universal adjustable masks, negative holder and paper register guide, and printing light controlled from platen automatically.



PAKO Junior Printer (without printing lamps) $55.00

Rex Automatic Print, Film and Plate Washer

This washer does not require attention while in operation. All sizes and weights of prints and films may be washed at the same time. It will run with 15 to 20 pounds water pressure—the water that is used to wash the prints also runs the machine.



The prints and films are enclosed in a cylinder. The water is forced up from the bottom of the tank and strikes the cylinder or cage. The prints or films, cylinder and water all revolve at the same speed. The prints are washed by a continuous flow of water. The cylinder or cage is raised and the water is drained without touching the prints. The water is constantly changing. A special attachment for washing plates is available.

No.	WASHER SPECIFICATIONS	
4	6½ x 8½	or 200—4x6 ..... $15.00
5	10 x12	or 300—4x6 ..... 20.00
6	11 x14	or 400—4x6 ..... 25.00
7	16 x20	or 600—4x6 or 125—8x10 ..... 30.00
8	18 x22	or 800—4x6 or 200—8x10 ..... 35.00

Roll Film Hanger

For suspending roll film Pack Developing Hangers in deep tanks. Made of incorrodible metal. No. 1 is for the 8-inch tank, No. 2 for 10-inch tank, No. 3 for 12-inch tank, No. 4 for 11-inch tank, and No. 5 for 9½-inch tank.

Film Hangers, each $0.35



THE BRITISH EMBASSY, Washington, D. C.
Photograph by Harris & Ewing

3 ANASTIGMATS FOR ABOUT THE PRICE OF ONE

RIGHT now you can buy the world-famed Wollensak Velostigmat—three superior anastigmats in one—for little more than the price of a single lens.

Either of its long-focus single elements may be used alone. Like the doublet, each is fully corrected. Triple-convertible feature provides superb telephoto effects—truer perspective—larger images. These highly-valued lenses sell themselves, by the sheer glory of their negatives. Test these masterly anastigmats yourself, on trial. Write today for offer on Series Ia Velostigmat, f 6.3—f 7.7.

WOLLENSAK OPTICAL CO.

ROCHESTER, NEW YORK

PICTURES IN THE SNOW

By W. W. Polson

Before you attempt to make snow pictures, be sure you have a tripod. This is most essential if you expect good snow pictures. A tripod may be a little more trouble to carry, but it will justify this effort as the snow country is cold, and a shivering cameraman will find it difficult to hold a camera steady enough for even 1/25 of a second exposure.

Bright as the reflections from snow may appear, they actually have little photographic value for close-ups, especially if people are included. Rapid exposures result in black faces in the finished pictures.

Groups are best made in open shade with the camera on tripod and a fast bulb exposure with stop F.22 or F.32. This is especially suggested for the faster grades of roll and flat film.

Supersensitive Panchromatic Film will give good results with exposure of 1/15 to 1/25 of a second at F.11 in the shade or on cloudy days. This film does not require filters except for extremely blonde people. Blondes, however, photograph flat and black without the use of filters.

If you use a Graflex camera, have a direct sight finder installed if you expect to take action pictures. Snow action is fast and your Graflex can be improved by the use of a direct sight finder. Have one fitted to the lid of the hood before you start. You won't have time to focus as you have about 1/10 of a second to sight your man and snap him. An 80-mile pace allows for no delay. Have someone stand approximately where the jumper will pass. Focus sharply on this person and then take your chance on getting him as he goes by.

Use a fast Ortho Press Plate or Film and stop to F5.6. Shutter speeds of 1/825 of a second are suggested for right angle pictures, and for more direct view, I would suggest 1/450 of a second. Develop with a high energy Pyro Metol solution and your efforts should yield good plates that print well on medium Bromide paper.

I personally prefer the Graphic type of camera for winter sports. The Leica, Contax and other miniature cameras are also good if high speeds are used. An exposure of 1/300 of a second on a camera of Rolleiflex type will stop almost any action. High speed, fine grain films and developers are suggested for miniature cameras. For motion picture cameras I would suggest Supersensitive Panchromatic Film with stop F.16.

Be careful to avoid water on the lens and any part of the camera. See that your lens does not become frosted. I have actually seen people blissfully snapping away with their camera with a film of ice over the lens. A supply of lens tissue or silk handkerchief is indispensable. Do not be deceived by the apparent strength of the light which is by no means as strong as it may seem.

If you develop your own pictures use fresh solutions for your winter scenes. Half-hearted solutions produce half-hearted results. Snow scenes tend to-

(Continued on page 21)

Hypo

A carload of fresh Hypo has just been placed in stock. We offer Mallinckrodt Hypo, as fresh and pure as money can buy. Remember, it's not what you pay for your chemicals, it's what you get for your money that determines the wisdom of your purchase.

Frequent replacement of your fixing solutions means added expense for alum, acid, etc. The best is the cheapest.

Pea Crystal Hypo

5 lb.	$0.35
10 lb.	0.60
25 lb.	1.50
100 lb. (fibre drum)	4.30
300 lb. " "	@ 4.00
500 lb. " "	@ 3.70
1000 lb. " "	@ 3.50
More than 1,000 lbs. (fibre drum)	@ 3.25

100-lb. moisture-resisting sacks at 25 cents per hundred pounds less than drum price.

Order today from HIRSCH & KAYE

The Artograph Screen Takes the Place of the Expert Negative Retoucher

Consists of three film sheets. One is the retouching screen, one a pink film, and the other a plain celluloid for diffusing.

DIRECTIONS

After the negative proof has been retouched, place pink film on negative, on which place Artograph Screen, film side up (film side is indicated by lettering on screen reading right) on which place your paper and expose to the light as usual, allowing a little more time than ordinarily and you will obtain a print with a beautiful stippled effect that no expert retoucher will equal.

Size of Artograph Screen	PRICE Size of Produced	
5 x 7	4 x 6	$2.50
8 x 10	7 x 9	3.50

HIRSCH & KAYE *have it.*



Corcoran Reflector

For use on table, mantel, or any flat surface.

Excellent for Photo Flood and Photo Flash Bulbs. An excellent article for resale.

Price $1.50 each

Snow Pictures

(Continued from page 19)

ward flatness and only fresh and vigorous developing solutions will produce the contrast you desire. For my own use I prefer the following material:

Snow Action Photos:

Gevaert Super Chromosa Plates
Pyro Metol Developer

General Snow Photos:

Defender X.F. Pan Film
Pyro A.B.C.

Miniature Cameras:

Perutz Fine Grain Film 1300 H & D

Hand Cameras:

Verichrome and Plenachrome Film.
Ordinary film requires absolutely correct exposure to insure results.

In a recent issue of THE FOCUS, we published an article intended as advice to photographers, especially amateur, who would use their cameras in snow regions. We offered to furnish copies of this article for distribution to your customers. We are glad to announce that copies of the announcement are still available, and if your photo finishing customers are likely to take pictures in the snow, they will appreciate the information the bulletin contains. We will gladly send as many as you feel you can use.

Cut Film Sheathes May Be Used for Developing

By "painting" the inner surface of Eastman cut film sheathes with "brush lacquer" they may be successfully used as holders for the purpose of tank development. The glazing of the sheath surface prevents the celluloid from sticking to the japanned surfaces.

Infra Red Photography

In this issue of THE FOCUS, we publish the first of several articles on this newest development in the photographic field. We consider it important for in short time every successful photographer will be required to know more about it. We suggest you keep each copy of THE FOCUS as in this way you will have the complete article.

The British Journal Almanac for 1933 is now available. In addition to a number of timely articles the British Journal also contains an article on Infra-Red Photography, and we suggest you add this book to your reference library. The British Journal is only $1.00 in paper cover, or $1.50 in cloth binding. As the supply is limited, we suggest you place your order now.

"Profitable Child Portraiture"



This is the name of a book which has just been announced. This is information every photographer will welcome, especially when the book can be purchased at the low price of 40 cents a copy. Each thought you derive from this book is worth many times the price of the book, so send for your copy now. Hirsch & Kaye have it.



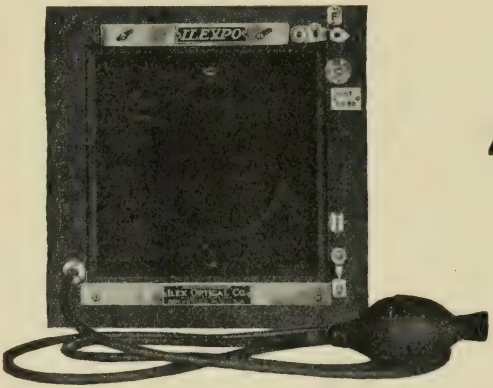
Foto Flood Reflector

Style 1E

Here is a handy, all round reflector, for portrait, commercial, or even amateur photography. It consists of a parabolic reflector three inches deep, and six and one-half inches in diameter. This reflector is finished in satin aluminum color and produces a soft light of great intensity. The reflector is mounted on a wooden handle five inches long and supplied with a socket and push button switch. A silk covered cord, six feet long, with detachable plug, completes the outfit.

Every finisher should feature these reflectors to tie up with the several contests to be conducted this winter. Our schedule of discounts will interest you.

1 E Reflector $1.25



NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

Prices with Fast Speed

9x 9 ..... $30.00
10x10 ..... 32.00

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - - Rochester, N. Y.

The Masters Talk Things Over

An enthusiastic gathering of the Northern California Division of the Master Photo Finishers took place in Oakland, February 11. The meeting was held at the Hotel Leamington, which was well suited to a meeting of this kind.

Timely problems were discussed and modern equipment was displayed. Originally intended as a 2-day convention, the program was altered and all events were condensed so as to permit a 1-day schedule. This enabled many people from out of town to attend.

Readers of THE FOCUS who did not attend the meeting will be interested in the outline of the program which was as follows:

9:00 A.M. Registration.
Inspection of Association and Manufacturers' Exhibits.

9:30 A.M. Opening of Convention Program by Division President Nathan Reiman.

10:00 A.M. "Quality Photo Finishing" by M. C. Griswold, Rochester, N. Y.
Eastman Kodak Company.

"A Greater Camera Utilization with Photoflash" by W. E. Carlson, San Francisco, Calif.
General Electric Company.

"Photo Finishing in 1933" by Joseph G. Taylor, New York City.
National President, Master Photo Finishers.

"This Thing Cooperation" by David S. Merrian, Minneapolis.

1:30 P.M. Opening Afternoon Session "Profitable Cooperation Between Druggist and Photo Finishers" by Waldemar Gnerich, San Francisco.
President Northern California Retail Druggist Association.

"Give and Take Period." Give and Win $5.00, Take and Make 0,000.00 Dollars.
Three Minutes Only to a Talk.

"Open Display" by M. C. Griswold, Rochester, N. Y.

"Special Master Photo Finishers Business Promotion Items and Plans" by Joseph G. Taylor, New York City.

"Utilization of Master Finishers Advantage in Dealer Solicitation" by David S. Merrian, Minneapolis.

5:30 P.M. Adjournment of Convention and "Vote of Thanks" by Nathan Reiman, Division President.

"First Quarterly Meeting Northern California Division for 1933" by President Reiman and Election of New Officers.

7:45 P.M. Dinner Dance (informal), with fun for all.

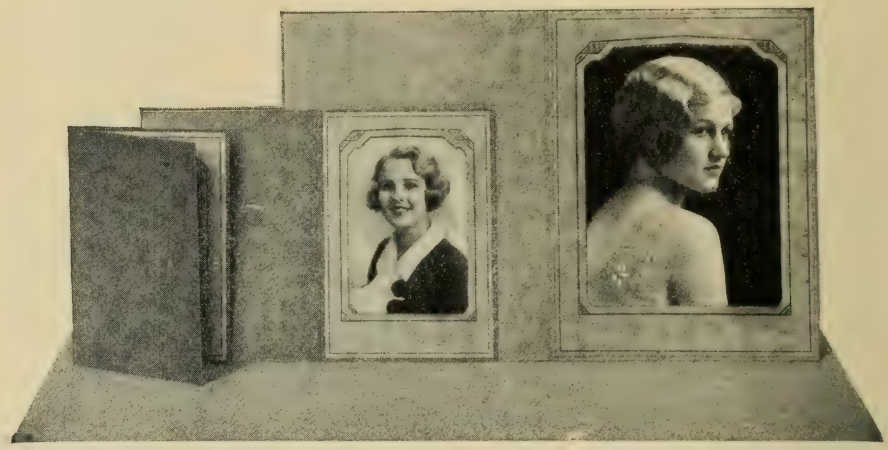
East Bay Portrait Photographers Meeting

A meeting of more than average importance was held by the East Bay Portrait Photographers Association, Tuesday, February 14, at the home of Marjorie Bridge in Berkeley. At this meeting President Kee Coleman announced his plan for a real photographic society to include photographers on both sides of the Bay. Some of the planks in the new platform are quite a change from average procedure. In a future issue of THE FOCUS, we hope to publish a detailed review of this plan.

The officers of the Association are:

Kee Coleman ..... *President*
E. J. McCullagh ..... *Vice-President*
Marjorie Bridge ..... *2nd V.-President*
Kathleen Dougan ..... *Secretary*
Albert Salb ..... *Treasurer*

Style and Quality . . . Yet Inexpensive
The T. L. Folder Styles . . . All Standard Sizes



THE CO-ED

(This is one of them)

Cutomers constantly change their choice—last year they may have insisted on easels, but this year they may want a folder. A good sales plan, therefore, is to show both easels and folders at your sales counter.

For medium priced folders in all standard sizes from 3x4 up, we offer the CO-ED and RICHMOND, single flap, deckled edge in slip styles.

The smaller sizes are especially good to feature as school picture styles.

Samples of the 3x4, 3x4½ or 4x6 of these two styles sent postpaid for ten cents. They are splendid first-of-the-year mounters.

SAMPLE OFFER F-214

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

My girl got a job selling in a department store. Shes in silk pajamas.

Shes wondering how she will get paid the end of the month, because I been trying to explain tecknocracy to her.

Everybody else is explaining it, so why shouldnt I try it

As I see it—A Tecknocrat is a person who knows more and more about nothing, till he knows less and less about something.

Teck-Noc-Cracy is really three (3) words. Teck is the ancient Scotch which means tick, to buy today and pay tomorrow. Nock is an old Yankee expression meaning to find fault without helping.

So you have Teck-Noc—meaning buy today—pay tomorrow and find fault later. The last word is from the old Spanish word loco, meaning crazy. So you have TeckNocCracy.

Theyve got it figured out that theres too much machinery doing the work what people ought to do.

They tell us the pyramids were built without machinery. But who wants to build a pyramid?

They also tell us Rome wasnt built in a day. But that was before Mussilini.

They would do away with the machinery. So instead of buying one Pako Printer, youll be ordering a dozen printers from Hirsch & Kaye, half blonde and half brunette.

There will be no more money, because if you want to work, you can, and get paid in kilowatts. Still, I think that aint much of a change, because some lives wires can carry more kilowatts than others.

There will be special storage batterys for the Scotch so they can save their kilowatts.

Instead of paying your bills with checks, youll be handing us a bunch of watts or amperes.

But dont forget, a burnt out fuse isnt worth any more than a rubber check.

Wonder if my girl will reach for a kilowatt instead of a pay check?

As for us at H & K, we're still on a solid tire basis.

JERRY

TWO NEW KODAK FILM ASSORTMENTS for 1933

No. 410 Verichrome 1933 Assortment



No. 410

	Retail Value
24 rolls V116 Kodak Film	$ 8.40
24 rolls V120 Kodak Film	7.20
6 rolls V127 Kodak Film	1.80
54 rolls—all Verichrome	$17.40

Subject to your usual discount.

No. 411 Handy Kodak Film Assmt.

12 rolls 116 Kodak (regular) Film	$ 3.60
12 rolls V116 Kodak Film	4.20
12 rolls 120 Kodak (regular) Film	3.00
12 rolls V120 Kodak Film	3.60
3 rolls 127 Kodak (regular) Film	.75
3 rolls V127 Kodak Film	.90
54 rolls—half Verichrome, half regular film.	$16.05

Subject to your usual discount.



No. 411

Note that there are but 54 rolls of Kodak Film in each assortment, and that the sizes included are the most popular sellers in the line.

Place your order with Hirsch & Kaye at once as it is really nothing more than a stock order proposition.

The design and construction of 1932 cabinets plus the fact that they occupied but eight inches of counter width, proved popular with the trade. We are continuing this style for the new 1933 Assortments, so you can have a fresh, clean Eastman cabinet with 54 rolls of the fastest selling sizes of Kodak Film and extra space for additional rolls.

Order today from HIRSCH & KAYE

For "Cold" Spot Illumination

The Eastman Medical Spot Light

One of the most important subjects for filming in medical motion picture photography is actual surgical operative technic. At the same time, it is one of the most difficult. The field of operation usually is small . . . extremely delicate detail is essential . . . the tissues are very sensitive to even low degrees of heat and may be injured by it.

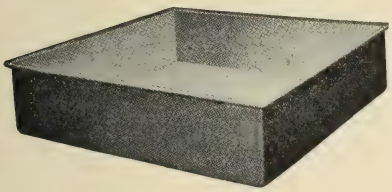
The Eastman Medical Spot Light was developed in Kodak Research Laboratories to provide a source of illumination that would be adequate even in the face of these limitations. This was accomplished by designing a special optical system that would furnish a "cold" light beam.

A 500-watt Mazda lamp provides the source of illumination. The beam is passed through an ingenious lens system that permits focusing a smooth, even spot of light of variable size, exactly on the area of interest. The water cell through which the rays travel absorbs their heat without appreciably diminishing any radiation useful in photography.

The Eastman Medical Spot Light has proved very practical and popular in the field of medical motion picture photography. It is also used in many instances as a regular operation room lamp, as the strong parallel beam lights deep cavities which sometimes are difficult to see. Portrait and commercial photographers use it as a source of illumination wherever spot lighting is desired, especially for the portrayal of modern effects.

The Eastman Medical Spot Light is finished in black and includes a 500-watt Mazda lamp, a readily adjustable stand, and a cord with proper electrical connections and a switch.

White Enamel Fixing Bath



Made for all sizes of prints, both large and small. Far superior to shallow trays on account of extra large depth and roominess. No slop or muss. Very easy to handle and keep clean. Economizes solutions. Saves labor, expense and time.

10x12x5" deep	$ 9.00
12x16x5" deep	9.60
16x20x6" deep	12.00
18x22x5" deep	13.50
18x24x6" deep	15.00
20x24x6" deep	16.50
20x30x6" deep	18.00
22x30x6" deep	18.75

Other sizes, if desired, Made to Order

H & K Special Squeegee



Here is a useful accessory made to meet the request for a serviceable squeegee at popular price. We feel we have succeeded because the quality is there and the price is much lower than we quote on our regular line of imported squeegees. And how useful they are! Use them for your glossy prints, for mounting in Holliston Cloth, for wiping excessive water from your work table, when cleaning windows, showcases or even when you wash the family car. Notice the useful sizes.

8-inch	$0.45
12-inch	0.75

Don't delay, but order today.

Professional Service

GEORGE A. WEEDEN
Artist

Producer of
Fine Crayons - Water Colors - Pastels
Oil Paintings - Ivory Miniatures
Air Brush Work

711 - 47TH AVE., SAN FRANCISCO
SKyline 2759

RETOUCHING *and* ETCHING

Prompt, careful service.

CHARLES ZANONI
1333 COLUMBUS AVE. SAN FRANCISCO
GRAYSTONE 3825

E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
WEST 2611

Johnson Retouching Varnish

Photographers will be glad to know that we have received another supply of Johnson Retouching Varnish. This has always been a popular retouching dope applied to the area to be retouched. It is economical in use and most efficient in results.

1-ounce bottle..... $ .30
2-ounce bottle..... .50

Order today from Hirsch & Kaye.

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

MATILDA S. RANSDELL
495 - 27th Avenue San Francisco
Telephone BAyview 4584

How About Lamps?



Do you need lamps for the home, office, studio or workrooms? All sizes, shapes and colors are in stock.

Order today from Hirsch & Kaye.

COMPLETE - MODERN - PRACTICAL
COURSES OF TRAINING IN
PROFESSIONAL PHOTOGRAPHY

HOME AND STUDIO PORTRAITURE
COMMERCIAL PHOTOGRAPHY
ILLUSTRATIVE AND FASHION
NEWS AND FEATURE
COMMERCIAL PHOTO FINISHING
PROFESSIONAL PHOTO COLORING

Full-day, Half-day and Evening Classes in fully equipped studios and laboratories.

Pacific School *of* Photography

"Where You Learn By Doing"
690 MARKET STREET, AT KEARNY SAN FRANCISCO
WILLIAM HORACE SMITH, *Director*
THE ONLY SCHOOL IN THE WEST TEACHING PROFESSIONAL PHOTOGRAPHY
Send for Catalog *Visitors Welcome*

Bargains for the Photographer

NEWCO FLASH POWDER

Your choice of the following grades: Universal, Extra Fast, Slow, and Flash Bag.

2-oz. bottles ..... **$0.62** each net

RODA TIMER

Attach to wires that supply light to your printer. Set for any desired interval from 1 to 60 seconds. Turn handle and you have uniformly timed prints.

Bargain Price **$4.50**

RUBY GLOBES FOR FLASHLIGHTS

Will fit average pocket or hand model flashlight, so it can be converted into an emergency ruby lamp. A handy thing to have.

Price ..... **20 cents**

SPECIAL TOP FOR TRIPOD

These tops measure 7½x24 and are intended to give studio stand effect to ordinary commercial tripods. Excellent for small copy cameras, lantern slide projectors, etc. Used on regular tripod top, attached by tripod head screw.

Bargain Price **$1.50**

BEATTIE NORMA ARC LAMP.

This lamp requires no special wiring, yet gives a powerful but completely controlled flood of light. A real bargain far **$75.00**

Used **PRINT FRAMES** with glass.

5	x 7	**$0.75**
5	x 8	**0.75**
6½	x 8½	**1.25**
10	x12	**1.95**
11	x14	**2.25**
16	x20	**4.25**
18	x22	**4.85**

PACKO ROCKER SYSTEM



This is a dry-hand method of handling prints — speedier, more economical and a protector of quality.

500 to 600 prints hourly is an easy average to maintain. Operates with about 25 per cent of operator's time. Requires no skill. Carries your prints through short stop, hypo, wash and drain without wasting time or effort—without wetting a finger.

This is a demonstrator, condition like new.

Pako Rocker System

Complete, including 1 Hypo Tray, 1 Short Stop Tray, 1 Wash Tray (Pat. outlet), 1 Time Indicator, 1 Drain Stand, 4 Print Carriers, and 1 Motor equipped Rocker and Base **$160.00**

PAKO JUNIOR PRINTER in excellent mechanical condition. A bargain for **$32.50.**

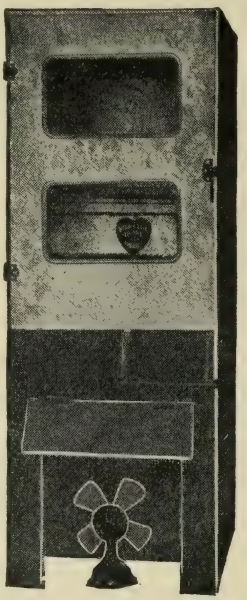
MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**
(Can be purchased on terms.)

Bargains for the Photographer

HALLDORSON 5-UNIT PORTABLE LIGHT complete with stand and supplied with four 400-watt Blue Globes. Here is a bargain for **$30.00**



K. C. GLOSSY PRINT DRYER

A practical dryer for flat tins. Capacity 12 - 18x24 tins. Furnished with fan.

Bargain Price $35.00
Sold on terms.

SEATTLE SPECIALTY PRINTER

A printer with capacity up to 5x7.

Bargain Price $17.50

PAKO WASHER

Refinished, worn parts replaced. Now good for years of service. We will furnish with A.C. or D.C. motor, just as you desire.

Bargain for $45.00

EASTMAN PRINTER No. 1

A printer for small amount of photo finishing, capacity 5x7 or smaller.

Bargain Price $11.50

LANTERN SLIDE DEVELOPING RACK

Made of hard rubber, capacity 24 slides. Cleverly made.

Bargain Price $1.75

ARC SPOTLIGHT

This is a heavy duty spot, especially desired by catalog and illustrative photographers. Uses half-inch carbons on 20 ampere circuit.

Bargain Price $25.00

15-CENT SPECIALS

Any one of the following articles will be furnished for **15 cents** each:

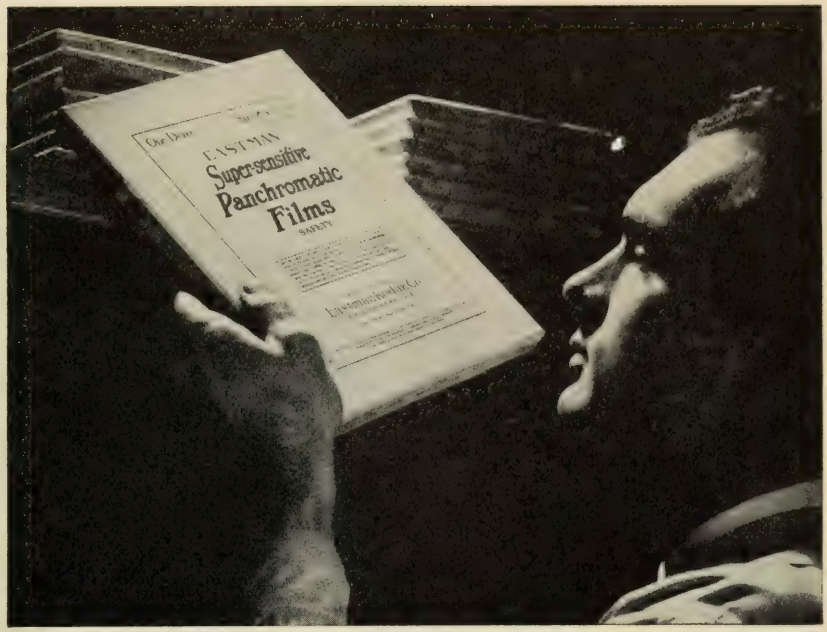
2 packages Dry Mucilage
Revolving Print Trimmer
Candle Ruby Lamp and Candle
Print Frames with glass and masking chart in following sizes:

3½x3½	3¼x4¼
3⅜x6	4¼x6½

Wood Negative Racks, capacity 24 plates
8x10 Ruby Glass
8x10 Amber Glass
10x14 lightweight Ferrotype Plates
1 each 6" - 8" Glass Stirring Rod
12—5½x11¼ Photo Mailers
12—6½x15¼ Photo Mailers
12—7½x15¼ Photo Mailers
5—12xx18 Photo Mailers

CENTURY HEAD SCREEN, Model B—like new **$9.00**

5x7 HARD RUBBER FIXING BOX FOR PLATES $1.25

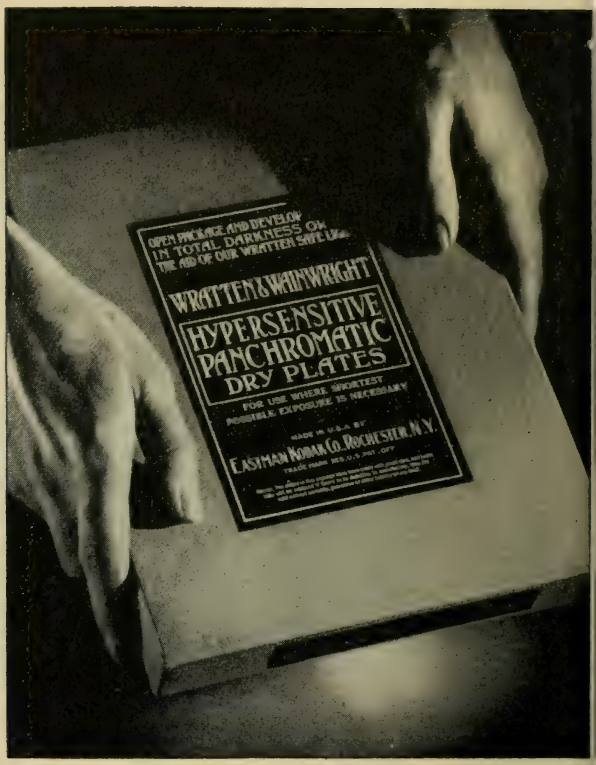


THE MORE SPEED—
THE *LESS* WASTE

How many of your exposures, cut short because of subject movement, have been failures? Cost of material is governed, not by the number of negatives you make, but by the number you waste.

With the extremely fast Eastman Super-sensitive or Portrait Panchromatic Films, and the short exposures they make possible, waste is practically eliminated, retouching is reduced to a minimum, and more pleasing expression is secured. Try these wonderfully fast Films and see for yourself.

EASTMAN KODAK COMPANY Rochester, N. Y.



THE GIFT OF *S-P-E-E-D*

THERE'S more than the thrill of accomplishment in making photographs which, for lack of plate speed, you have never before been able to obtain.

There is also the increase in profitable sales when you use Wratten Hypersensitive Panchromatic Plates.

EASTMAN KODAK COMPANY Rochester, N. Y.

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. IX MARCH, 1933 No. 3



CALIFORNIA
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MAR 22 1933
RECEIVED
ACADEMY OF SCIENCES

A Fast Action Picture made on
Gevaert Super Press Plate.

Published by

HIRSCH & KAYE

239 Grant Avenue
San Francisco

APEX

SIX GRADES

No. 00—Extra Soft
No. 11—Soft
No. 22—Soft Medium
No. 33—Medium
No. 44—Hard Medium
No. 55—Hard

For Commercial Photography
For Photo Finishing

There is brilliant photographic rendition in each of the six accurately separated APEX grades.

Speed, mechanical fitness, conformity to established method and routine.

Notable latitude in exposure and in development. A trial is convincing.

APEX works with you and for you right from the start.

SURFACES

A —Semi-Matt, S.W.
B —Semi-Matt, D.W.
S —Glossy, S.W.
T —Glossy, D.W.
AL—Semi-Matt Document, S.W.
The following five Apex surfaces are supplied in Grade 22 only.
BB—Cream Half-Matt, D.W.
I —White Plat, Luster, D.W.
K —Buff Plat. Luster, D.W.
X —Buff Silk
Y —White Silk

Defender Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by Hirsch & Kaye
239 Grant Avenue, San Francisco

Vol. IX MARCH, 1933 No. 3



INTRODUCING—
John David Goodrich

A few years ago we learned that the studio at Yreka, California, had changed ownership, and enjoyed the acquaintance of the new owner, John David Goodrich.

Mr. Goodrich was born in Boston of American parents. His family is an old time New England family, and he can trace his ancestry back to days of Plymouth Rock. No, his ancestors did not arrive in the Mayflower, but did arrive ten years later.

He has traveled considerably and will tell you of experiences from Boston to Los Angeles, including Quebec and places in Canada. His father was a foreman of railroad machine shops, but the boy displayed no interest in this occupation.

He frankly tells us that his earliest ambition was to possess plenty of money. His first contact with photography took place in 1918 as an assistant camera man in Hollywood. His experience in various Pacific Coast communities continued, but we believe he likes Yreka as well as any place he has visited.

He tells us he thoroughly enjoys photography and has no desire to engage in any other occupation. He is a member of the Elks, Lions, Chamber of Commerce, local Golf Club, and is a Photographic Association member. His hobby is trout fishing, salmon fishing, steelhead fishing, lake fishing, river fishing and stream fishing. By this time you have correctly inferred that he enjoys fishing. But he also enjoys golf and was runner-up for the cup in a golf tournament only a few months ago.

Mr. Goodrich feels that before a photographer can open his studio he should pass an examination to prove his professional ability. Photographers traveling through Siskiyou County should stop at Yreka and cultivate the acquaintance of Mr. Goodrich, and incidentally, obtain an earful of information of just where the fish are biting.

←❖→

I love the man that can smile in trouble, that can gather strength from distress and grow brave by reflection. 'T is the business of little minds to shrink, but he whose heart is firm, and whose conscience approves his conduct, will pursue his principles unto death.

—Thomas Paine.

←❖→

One of the Rare Things

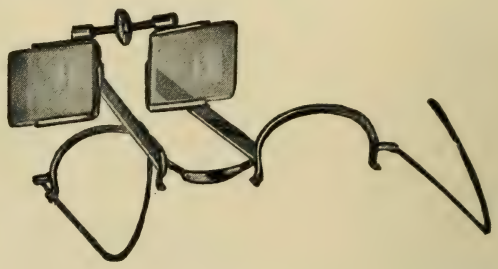
Friendship is one of the rare things in this world that cannot be bought with money nor lost with poverty.

It is that eternal fact in human relations that preserves our faith in human nature. It keeps us optimistic in the midst of what sometimes seems like a very bad world. Friendship is the unselfish side of life. True friends are not trying to get something out of us, but to share something with us.

No one is poor who has friends, and no one is rich who has none.

—Anon.

BINOCULAR LOUPE



This is an optical device that will be appreciated by finger print readers and for anyone engaged in work that requires a stereoscopic impression of an image. The Loupe consists of a frame at the end of which are mounted two carefully matched stereoscopic lenses.

If you wear eye glasses, you attach the Loupe frame to your glasses by placing the Loupe under your regular glasses, wearing both pair at the same time. If you do not wear glasses, just wear the Loupe as though they were ordinary eye glasses. You will readily determine the focus and adjustment of the prismatic lenses, after which the objects viewed will stand out in bold relief as though viewed through a stereoscope.

Binocular Loupe is suggested to identification officers and others who are interested in maximum details in small areas.

Price.....$5.00

HIRSCH & KAYE *have it*

Finger Print Powder

In the identification field there is a continual use for Finger Print Powder and accessories. To meet this demand, we are glad to announce that we are distributors for Supreme Finger Print Powder and Material. Prices follow:

Complete Kit, consisting of ½ oz. container and ½ oz. container gray powder, 1 camel hair brush, 10 sheets, 3 inches by 2½ inches.
Price $10.50

Powder Kits, less the lifters.....$7.50

Supreem-O-Film, 10 sheets, 3 inches by 2½ inches $3.50

1 lb. black or gray powders, (divided if desired) $14.00

½ lb. black or gray powders, (divided if desired) $10.00

¼ lb. black or gray powders.....$5.50

Do not wait until your supply is exhausted, but order today from Hirsch & Kaye.

Photographers who do photographic work for the county sheriff or local police department should have a supply on hand at all times.

Practical Infra-red Photography

(Continued from February Issue)

For infra-red photographs of landscapes, where it is desired to penetrate atmospheric haze and show up objects distinctly at very large distances, a procedure similar to that employed by Captain Stevens will lead to satisfactory results. For example, for some of his pictures, Captain Stevens used a material similar to the Eastman Extreme Red Sensitive Plates, hypersensitized, and a Wratten 89-A filter, the exposure being 1/5 second at f/5. In general, it can be taken that for distance work in sunlight, an exposure of 1 second at f/8 on Eastman Extreme Red Sensitive Plates, using a Wratten 89-A filter, will give good results.

Landscape photographs taken by infra-red light appear quite fantastic, and are very characteristic. Green foliage is a very strong reflector of the infra-red and, therefore, leaves of trees appear as if they were white. Shadows are very deep and show total lack of detail, while the blue sky appears black, since there is practically no red light in it.

If it is desired to use infra-red light which is quite invisible to the eye, and to take pictures indoors in complete darkness, the Eastman Mesocyanine Plate should be employed, and the subject irradiated with the radiation from tungsten lamps screened with Wratten 87 filter. For those who wish simply to get a record by invisible infra-red light, with the subject not actually in total darkness, a Wratten 87 filter should be used on the camera lens. The plates should preferably be hypersensitized with ammonia (4 per cent at 50 degrees F., dry rapidly) before taking the picture. With the Wratten 87 filter, a suitable exposure will be about ½ second at f/8 for pictures outdoors in full sunlight. Exposures at other stops and other levels of illumination can be calculated from this. If the plates are not hypersensitized, good negatives will be obtained in about 5 seconds exposure.

Infra-red portraits have been taken in the studio using the normal tungsten illumination with a Wratten 88-A filter on the lens, and hypersensitized Eastman Mesocyanine Plates, in 1 second at f/8.

A convenient arrangement for infra-red portraits in total darkness consists in using two pairs of 500-watt lamps in reflectors, and covered with Wratten 87 filters. One unit is placed 7 feet from the subject and the other 5 feet away. *With hypersensitized Mesocyanine Plates, good exposures are obtained in 4 seconds at f/4.5. Alternatively, good portraits in the dark can be made using 6 or 8 Photoflash lamps in reflectors, effectively screened with the Wratten 87 filter.* In portraits by infra-red light, the flesh appears chalky, the red lips come out very light, and are indistinguishable from the flesh, eyes appear as small black circles, while all lines in the face are enormously exaggerated.

If it is desired to take pictures in total darkness, the room must be illuminated by about 1 kilowatt of tungsten illumination per hundred square feet of floor

(Continued on page 7)



•

There are few demands made upon a bromide enlarging paper which are not readily met by the exceptional emulsion characteristics of world-famous Gevaert NOVABROM, and by the thirty-five surface, weight and contrast varieties available. It will repay you to become familiar with those varieties which you do not already know—have you tried the handsome Platino Gravures?

•

NOVABROM

for every enlarging need

•

THE GEVAERT COMPANY
OF AMERICA, INC.
423-439 West 55th Street
New York
Chicago • Toronto

All Gevaert Products may be obtained through Hirsch & Kaye

INFRA-RED PHOTOGRAPHY

(Continued from page 5)

space, the lamps preferably being arranged so that the filament cannot be seen and the light directed towards the ceiling, the rays reflected from the ceiling being utilized for the purpose. Over the lamps must be placed a special dark red filter (Wratten 87) which we can supply coated upon glass in a shape corresponding to safelights. The exposure under these conditions will be about 1 second at f/3.5.

In general, it can be taken that in photography with hypersensitized Mesocyanine Plates, using a Wratten No. 87 filter, the exposures outdoors in sunlight are about 50 times those which would ordinarily be given with Kodak N. C. film. The exposures indoors in tungsten light are about 8 times those which would be given with N. C. film.

It is a simple matter to photograph a hot body, such as an electric flatiron, in a totally dark room, using the invisible heat rays emitted by the object itself. This has been done, for instance, with a flatiron and an electric soldering iron. The results are interesting in that the variations in temperature over the surface of the object show up as variations in density on the photograph. In the self-photograph of a flatiron, for example, the part of the iron over the heating elements, being somewhat warmer than the rest of the iron, appears lightest in the print.

An electric flatiron can be photographed by its own heat on Eastman Mesocyanine Plates, hypersensitized, in a completely dark room, in 5-10 minutes, at f/4.5. Under the same conditions, an electric soldering iron can be photographed in 20-30 seconds.

An interesting use for Mesocyanine has been found by Dr. L. Bendikson of the Huntington Library and Art Gallery, San Marino, California. The Library possesses a copy of de Bry's Voyages in which passages were deleted three hundred years ago by the official censor. The deletion was very dense; the ink could be felt with the fingers. In a normal photograph the deleted passages appeared as dense black lines. Photographed in infra-red light, however, on Mesocyanine plates, the deleted printed matter showed up with surprising clarity.

Still more interesting is the fact that a portrait of a plaster bust has been made in the Kodak Laboratories in total darkness, using two electric flatirons as sources of invisible radiation. Good negatives were obtained using only the heat rays from these flatirons, with an exposure of one hour at f/4.5, on hypersensitized Mesocyanine plates.

(To be concluded in April)
Save your Copies

Methylene Blue, a dye not unknown to photographers, has been discovered to be a successful antidote for potassium cyanide poisoning. A patient, brought to San Francisco's Park Emergency Hospital in an unconscious condition, recovered completely in fifteen minutes after an injection of methylene blue into a vein. The case was reported to the American Medical Association by Dr. J. C. Geiger, Director of Public Health for San Francisco.



(Reproduction direct from negatives)

DETAIL with Pictol

whether high or low key

When you talk with users of Pictol these points are sure to be mentioned: Pictol secures greater brilliancy and more detail in both extreme highlights and deep shadows. White drapes and very dark drapes alike show splendid modelling and detail. Tendencies to cloudiness, veiling, and blocking are greatly lessened. It backs up a good lens, giving beautiful depth to landscapes, life-like roundness to figures. Pictol solution remains clear remarkably long.

Your first trial of Pictol will prove these facts. We shall gladly send you a free sample, or better still—to let you test the perfect harmony of the entire Mallinckrodt Line of Photo-Chemicals, we offer this special Group Trial Assortment, postpaid to your studio, for $2.00. Order from us or your jobber.

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

"CHEMISTRY OF PHOTOGRAPHY"
—now bound stiff cover . . . 50c

Mallinckrodt
CHEMICAL WORKS
Second and Mallinckrodt Sts. ST. LOUIS, MO.

New York - Chicago - Philadelphia - Toronto - Montreal

Your Money's Worth

Value is what you get, not what you pay. There is a natural tendency these days to consider the cost of chemicals. This is good practice provided that proper emphasis is placed on value received instead of the purchase price. Frequently salesmen come to us and offer us the distribution of chemicals, in the sale of which we can earn a profit that is more attractive than we make on the lines we now distribute. Great as the temptation may be we steadfastly continue to feature chemicals made by Mallinckrodt Chemical Works and Eastman Kodak Company, for we know that these chemicals offered to you in factory-sealed containers, sold with maximum factory guarantee, are your best protection. After all it is false economy to try to save a few cents on chemicals, when the value of the work that may be ruined or jeopardized is so large. Insist upon standard line chemicals, such as we offer, and you will enjoy the greatest return on your chemical investment.

←❖→

What Do You Do With Tinfoil

A reader of The Focus has offered a suggestion which we gladly publish, for it may mean a source of revenue to others. He tells us as he did not know how to dispose of tinfoil and red paper, such as is used around film and film packs, he interviewed a florist who agreed to purchase this material from him. This material incidentally is excellent as a wrapper for the stems of flowers.

Who else has an original idea?

New Voigtlander Brilliant $12.50



You look in the Reflecting Finder and see exactly what you are going to get—in actual size. It is the most compact reflecting camera made—size 2⅝x4⅛x-2⅞". Is light in weight, only 16 oz. Fitted with an f:7.7 Anastigmat Lens, Automatic Shutter and takes standard Brownie No. 2 film. Takes 10 pictures to a roll size 6x6 cm., or 2⅓x2¼ inches. A leather case with shoulder strap supplied at price.

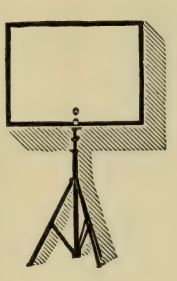
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One Out of Seven Stopped By Window

One out of every seven people who pass your windows stops or slows down and looks at your merchandise. Displays attract half again as many women as men, and the hours of 9 to 10 a.m. bring the most lookers.

These are only a few of the facts brought out by a recent survey of the value of window displays, and they emphasize this fact—Keep your windows clean and attractive; they are the magnets which draw customers into your store.

A Modern Studio Assistant

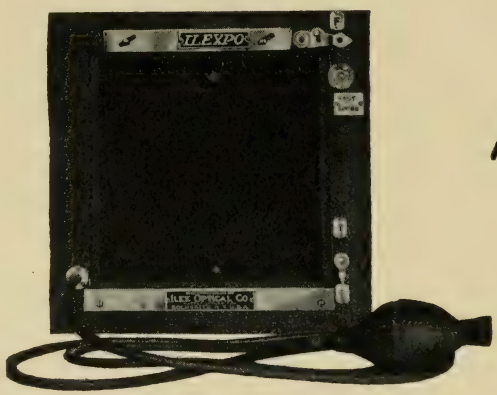


THE TESTRITE REFLECTOR BOARD is a valuable accessory and indispensable to the photographer who desires the better grade photograph. The reflector head is 20x26″ and can be adjusted in any position. The stand extends 6 feet. Deep hard shadows can now be eliminated easily and beautiful fancy lightings made from one light source.

An indispensable aid for movies, particularly colored, when made in or out-of-doors.

Minimizes retouching and makes possible many styles of lighting, suitable to the individual.

Price - $8.00



NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

Prices with Fast Speed

9x 9	$30.00
10x10	32.00

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

Photographing Show Windows

A recent article concerning research work conducted by the Pacific Gas and Electric Company in an effort to secure better showing of merchandise in show windows, stated that if the light within the window was sufficiently strong, reflections on the surface of the window would be minimized.

This statement led to an experiment on our part to see if a window could be photographed in daytime by a similar method, thereby avoiding bothersome reflections in the picture.

The regular lamps in the lighting fixtures were removed and Photoflood bulbs were substituted. The correct exposure was calculated with a Weston Electric exposure meter, and the resulting negative shows an entire absence of reflections.

Apparently, the greatly reduced exposure given with the Photoflood lamps allowed insufficient time for the reflections to register in the negative.

This method is entirely feasible in photographing many show windows and will save the annoyance and bother of making window pictures very late at night when reflections are ordinarily absent.

Gevaert Papers

The store has just been provided with two new albums each containing a most attractive assortment of prints made on Gevaert paper. The popular Novabrom, Artex and other surfaces are well illustrated in pictures of most attractive quality, and we notice the new colors of pink, green, blue and pearl in the Ronix division.

The next time you come to our store, make it a point to ask to see these pictures. They certainly set a high standard in photography and will make you want to know more about Gevaert products.

Jigsaw Puzzles

Profit By Their Popularity

The craze for jigsaw puzzles is sweeping the country, and we wonder if photographers are taking advantage of an opportunity to sell enlargements. The average person has one or more negatives to which a great deal of sentimental value is attached. Frequently these negatives have the same sentimental value to other members of the family, relatives and friends.

Enlargements on single weight paper pasted on building board or thin plywood, can readily be cut with a thin-bladed saw, and when the various parts are ready for assembly, all the fascination of an ordinary jigsaw puzzle is present, plus the highly personal value of the individual picture used.

It is a simple matter to make these puzzles and in your community you can obtain the plywood or the building board on which your single weight enlargements are mounted. Use a thin-bladed saw such as a jeweler's saw, and there will be practically no loss to the picture. We suggest you try a few and use these samples to solicit orders, for jigsaw puzzles of personal nature are excellent gifts at Easter time, and are highly appreciated by invalids who desire something to pass away the time. Jigsaw puzzles also have a powerful fascination for others, and we can well include bon voyage gifts in the list of many uses for these puzzles. If you are interested and desire more detailed information, feel free to write to us.

Watch your plate holders—the ordinary insignificant plate or film holder is a mighty important factor in the making of good pictures but comparatively little thought is ever given to them. It is easy enough to keep them in good shape, yet a great many of us use them until they fog a few plates. A little plastic wood will fix up the corners of split plate holders and lantern slide tape placed on either side of a cracked slide will make it usable.

Helpful Books at Bargain Prices

Here we offer a selected number of Photo Miniature Booklets which will interest professional photographers. These books are quoted at 25 cents each, or five copies for $1.00. We suggest you prepare your order in lots of five copies, selected from the following assortment:

No. 129—"Group Photography"
No. 165—"Unconvential Portraiture"
No. 166—"Specialized Commercial Methods"
No. 172—"The Hands in Portraiture"
No. 176—"Design in Picture Making"
No. 177—"Selling Photographs to Advertisers"
No. 178—"Photography as a Craft"
No. 179—"Photographic Emulsions"
No. 182—"Studio Design and Equipment"
No. 188—"The Exhibition Print"

More than 2000 photographs of San Francisco were distributed to picture services, newspapers and magazines during 1932 by Californians, Inc.

Slow Opal Plates

Some photographers prefer Opal plates with a slow emulsion, in order to permit dodging and greater control. For this reason, we have in mind Hammer Slow Opal Plates which require four times the exposure than would be given to regular plates which are also in stock. The price is the same as for regular plates and when you place your order, it will be well to specify which speed you prefer.

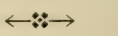
Better still, anticipate your need of Slow Opal Plates and send your order now.

A to Z Bulb

Here is a rubber bulb that is well named, for it contains every feature you might expect to find. The A to Z bulb is 4 inches long, sufficiently large to pump air through a considerable length of tubing into a studio or large type shutter. It is a double-necked bulb, one end of which is fitted with a suitable connector to which the tubing is attached.

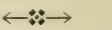
A feature of this bulb is the spring or quickness with which it returns to normal position after it is compressed. This is very desirable for quick bulb exposures, and we offer something that should be in every camera room.

A to Z Bulb.....$1.00



A Helpful Suggestion

. . . . I can tell you an interesting use for Grippit and Scotch Tape. Working in water color, it is often desirable and always difficult to leave a small spot of untouched paper; it takes nerve and patience to lead two or three washes around it. A touch of Grippit will solve the problem so well that it will amaze you. It can be put on dry paper, wet paper, over dry or slightly damp color, then when the surrounding washes are dry, a rub with a finger gives you virgin paper. When the spot has to be accurately formed, Scotch Tape does it just the same way.



Either Would You

Rag Merchant—Any beer bottles, lady?

Lady—Do I look as if I drank beer?

Rag Merchant—Any vinegar bottles, lady?

Kodak Super Sensitive Panchromatic Roll Film and Film Packs Soon to be Ready

The popularity of cut film of this type, coupled with a constantly increasing demand for a Super Sensitive Panchromatic Roll Film from expert amateurs has indicated that now sufficient volume is assured. We believe, therefore, that the finisher is warranted in making the few changes necessary in film darkroom lighting to enable him to handle this "chain lightning" material.

No Drastic Changes Required

No change in developer, fixing bath, or other solutions is required, nor is it necessary to change the method of drying or the routine of handling orders. But the extreme sensitivity of this film to light of *all* colors makes it essential to handle the film while stripping and **up to three minutes after immersion in the developer, *in total darkness.*** The process can then be continued with a Series 3 (dark green) Wratten Safelight and 10-watt bulb when **not closer than six feet from the film** in the tank or developing machine.

The best way of iluminating the developing room for this film is to use a Wratten Indirect Safelight Lamp suspended from the ceiling and fitted with a Series 3 Safelight and 10-watt bulb. This method of lighting will not permit any direct light to reach the film. **No red light of *any* kind can be used** as red light will fog Kodak Super Sensitive Panchromatic Film as quickly as white light.

Caution Must Be Used in Identifying Film

Extreme care must also be exercised when numbering the film (this work should be done by the light from a dark green Series 3 Wratten Safelight six feet or more from the film), and the film must be kept tightly rolled during this operation, except the one inch of film available for numbering, to prevent light from reaching it around the spool ends.

The extreme sensitivity of Kodak Super Sensitive Panchromatic Film is indicated by the fact that it is necessary to keep the ruby window in roll film cameras covered, except when actually winding the film from one exposure to the next. For this purpose a piece of adhesive fabric is provided with each roll of film. If this precaution is not taken, there is serious danger of fogging the film along the edges.

Super Sensitive Film Packs

As is the case with regular Film Packs, Kodak Super Sensitive Panchromatic Film Packs should be developed one-third longer than roll film.

Characteristics of Kodak Super Sensitive Panchromatic Roll Film and Film Packs

Speed

Kodak Super Sensitive Panchromatic Film is faster than the speedy Verichrome Film—fifty per cent faster with daylight; three times as fast with artificial light.

Color Sensitivity

Kodak Super Sensitive Panchromatic Film is sensitive to *all* colors, especially yellow, green, and red. This color sensitivity, combined with the extreme speed, makes it necessary to handle the film in total darkness until it has been immersed in the developer for three minutes or more. It will not then be affected by the light—at least six feet away—from a Series 3 Wratten Safelight with a 10-watt bulb, provided the film is not exposed to the light for more than ten minutes.

Non-halation

Halation is reduced to a minimum, first by a double coating, and second by a green backing which absorbs the light rays which cause halation. Nearly all of this colored backing is dissolved out in the developer, leaving the finished film with a slight greenish color, which does not appreciably affect the printing or enlarging time of the negative.

The colored backing does not affect the developer in any way, either in regard to its strength, keeping quality, or other characteristics; nor will it have any effect on Verichrome, N. C., or Autographic Film, whether developed in the same solution at the same time or subsequently.







Our Salespeople Tell Us

E. H. Kemp, well known San Francisco lantern slide producer, was in the French Hospital for a serious operation. We are glad to report that he is now getting along quite well.

♣ ♣

The Chapin Studio, Hailey, Idaho, conducted a photographic snapshot contest, featuring winter sports. Ten prizes of photographic nature were given, and the contest was suitably announced in broadsides which were distributed throughout the county. This looks to us like an excellent way to stimulate business, and if anyone is interested, we will gladly submit a copy of the announcement.

♣ ♣

Leonid Fink, Seattle photographer, was a recent visitor in San Francisco while enroute to Southern California.

♣ ♣

Mr. Turner of the MacMillan Studio, Vallejo, was a recent visitor to San Francisco, and called to visit with us. It is always refreshing to listen to his views on photography in general.

♣ ♣

Someone dropped a lighted cigarette in the Chesterfield in the reception room of the **Stearns Hartsook Studio** in Stockton and at midnight, February 12, the studio caught on fire. Fortunately, the fire was visible from the street, and the fire department limited the loss to several hundred dollars in damage. After two weeks of confusion, the studio has been reorganized.

If you have a bit of news,
Send it in;
Or a joke that will amuse,
Send it in,
A story that is true,
An incident that is new,
We want to hear from you;
Send it in.
Never mind about the style;
If the news is worth the while,
It may help or cause a smile,
Send it in.

♣ ♣

Charles Kurakis, owner of the Hanson Studio, Stockton, has been quite ill. We are glad to report that he is now feeling much better.

♣ ♣

Ernest Forsmark was a recent visitor, which reminds us that **Leo Shoob** of Modesto also spent several days in our city.

♣ ♣

L. C. Beringer, San Francisco commercial photographer, was the victim of a rather unusual accident. Riding in the back seat of a friend's car as a passenger, the car drove across an intersection at rather high speed and down a steep hill. The sudden change of direction threw Mr. Beringer up from the seat, striking his head against the top of the car and breaking two bones in his neck. He is in serious condition.







Our Salespeople Tell Us

Our firm was honored by a visit by **Mr. A. Piccard,** the Belgian scientist who has made a special study of atmospheric conditions in the higher altitudes. You will recall that Professor Piccard reached 53,152 feet in August of last year, the highest altitude to which man has yet ascended. Mr. Piccard, who was accompanied by his brother, showed a keen interest in and a thorough knowledge of photography, and we noticed he was equipped with a Leitz Leica camera.

♣ ♣

The Kennell Ellis Studio at Salem, Oregon, suffered a $10,000 loss by fire during the month of February.

♣ ♣

A recent visitor to San Francisco was **Mr. L. M. Engle** of Nevada Photo Service, Reno, Nevada. Mr. Engle called for information about photographic jigsaw puzzles.

♣ ♣

By lingering in the park when most of the Press photographers had started ahead to the Roosevelt special train, 27-year old Sammy Schulman, for 14 years an International News Photo cameraman, was rewarded with a startling action picture of Mayor Cermak a few seconds after he had been wounded. His picture of the bleeding Mayor was also distributed through Acme because Acme carried the photograph in its plane to Manhattan. The picture approaches in sensational spontaneity the picture that alert William Warneke made for the old-time Evening World of New York's Mayor Gaynor within a few seconds of his being shot in the neck aboard a steamer bound for Europe in 1910.

♣ ♣

B. Frank Moore, formerly of San Francisco, has written to tell us that he has opened a studio in the Royal Hawaiian Hotel in Honolulu.

♣ ♣

A recent visitor in San Francisco was **Herbert G. Salzgeber,** who called in the interests of the Hammer Dry Plate Company where his father is secretary of the firm. Mr. Salzgeber is well qualified to demonstrate Hammer plates and film, and we hope he will be back in this vicinity in the near future. His home is in Beverly Hills.

♣ ♣

The Vogue Studio, 622 Grand Avenue, Oakland, is now owned by Mr. Nicholson, who was formerly with Boye Studio, San Francisco.

♣ ♣

If you think you were inconvenienced by the Bank Holidays, you will find consolation in the fact that **Mr. Edward Bausch** of Bausch & Lomb Optical Company, and President **William G. Stuber** of Eastman Kodak Company, were numbered among the prominent people who were glad to use hotel scrip furnished by the Huntington Hotel, Pasadena. The scrip was only good within the hotel for tips and incidental expenses.

Elwood Studio 5x7 Enlarger



In general construction and dimensions this machine is the same as the 5x7 Special, except that the reflector is not so large and it does not have the same speed. Sufficient illumination to use the slow enlarging paper with exposures of 20 to 25 seconds using a 100-watt light and 15 to 20 seconds using a 200-watt light. (In this printer the light bulb is closer to the negative and the radiated heat must be taken into consideration. With a 100-watt light, films will stand 10 minutes exposure without buckling, and with a 200-watt light 5 minutes.)

The height over all is 55 inches, uses 100 or 200-watt lamps frosted.

The price of enlarger only without lens but including one 100-watt light and 4-foot extension cord..... $30.00

Elwood Special 5x7 Enlarger

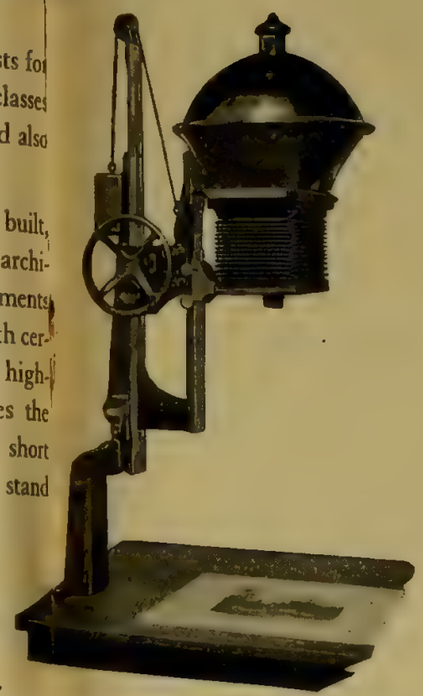


This machine is specially adapted for slow enlarging paper. It has sufficient illumination to enlarge on contact printing paper with an average exposure of one minute. The average exposure on enlarging paper is from 5 to 8 seconds.

Enlargements up to 25x35 inches can be made from 5x7 negatives and reduced prints down to 2½x3½ inches can also be made. The height over all is 62 inches, the focusing is done by rack and pinion, the bellows extension is 15 inches and the lens recommended should be from 5 to 7 inches equivalent focus.

The price of enlarger only without lens but including one 200-watt light and 4-foot extension cord..... $58.00

Commercial 8x10 Elwood Enlarger



Made to fill the requests for an 8x10 model to do all classes of projection printing and also to be moderate in price.

Rigid and accurately built, the most exacting map, architectural work, or enlargements to scale, may be made with certainty. Large silvered and highly polished reflector does the work with surprisingly short exposures. Base of main stand is drilled so that it may be screwed or bolted to a table or rigid bench.

Height of Vertical Standard	60 in.
Greatest height over all	80 in.
Greatest height negative to paper	68 in.
Light recommended, all frosted	200 or 250 watt
Rack and pinion focusing	
Bellows extension	26 in.
Enlarges	40x50 in. 5 diam.
Reduces	3¼x4¼ 1/3 diam.
Weight boxed for shipment	200 lbs.

We recommend any high grade anastigmat lens of 8½ to 12 inch E. F. for enlarging from an 8x10 negative.

Price of enlarger *without lens* but including one 200-watt light bulb, electric cord and switch..... $125.00

Professional Photographic Equipment may be purchased on convenient monthly payments. Write for particulars.

HIRSCH & KAYE

Your Logical Source of Supply

Eastman Auto-Focus Enlarger and Reducing Attachment



The Eastman Auto-Focus Enlarger offers the advantages of projection printing in an outfit that sells at an exceptionally attractive price. It takes negatives 5x7 inches and smaller, enlarging from 1½ to 4 diameters, the maximum print size being 20x28 inches.

The camera is counterbalanced on an upright track and an ingenious cam on the standard maintains accurate focus at all times.

The negative holder accommodates film or plate negatives 5x7 or smaller and four masking slides are readily adjusted to mask out any portion of the image. The paper holder has movable masking arms for prints up to 17x20 inches and a margin gauge is adjustable for white margins from ¼ to 2½ inches.

The lens is the Eastman Anastigmat f.4.5, 7½-inch focal length and the 250-watt Projection Mazda Lamp, two of which are furnished, is in a thoroughly ventilated lamp house. A foot switch controls the light while the enlarger will stand on a bench or table 26x30 inches. Overall height of machine extended is 69 inches; width, 29 inches; depth, 29 inches.

The Reducing Attachment is an extra bellows and support, quickly attached, for making prints from negative size to a 2¾ times reduction—prints as small as 1¾x2½ from a 5x7 negative.

PRICES

Eastman Auto-Focus Enlarger, complete, including 5x7 camera with Eastman f4.5 Anastigmat lens, two 250-watt lamps, paper holder, foot switch and electric cord (without Reducing Attachment)	$175.00
Eastman Auto-Focus Enlarger Reducing Attachment	30.00
Eastman Diffusing Discs, set of three	25.00
Eastman Diffusing Discs, separately, each	10.00
250 Watt, PS-30, Clear	1.85

NATURAL COLOR PHOTOGRAPHY

Season Is Now Here

All cameras in which plate or film holders are used are suitable for photography in natural colors. Your choice of plates or film—

AGFA COLOR PLATES
LUMIERE FILMCOLOR

For tourists, hikers and travelers we suggest FILM COLOR, used similar to Autochrome Plates. Unbreakable and light in weight.

HIRSCH & KAYE *have them*

Film Backgrounds

Somewhat recently we prepared a series of film print-in backgrounds of modern and timely design. Our salesmen have had photographs of these backgrounds and it is likely that you have seen them. If not, we are prepared to furnish photographic reproductions in reduced size so that you can see the attractiveness of the numerous designs available in several popular sizes.

You will help yourself and ease your work if you have a number of film print-in backgrounds on hand, and if not already provided with an assortment, we suggest you now write for sample prints from which you can make your selection.

Merely ask for photos of film backgrounds and we will do the rest.

Flash Bulb Carrier

for

12 Bulbs and Reflector

Made of imitation leather.
light weight but strong.

Price only - - - $3.75

Order from

HIRSCH & KAYE

Enameled Steel Graduates



High quality white enamel is applied in three coats to the Graduate. Carefully formed from best sheet steel with electrically welded steel handle and large pouring lip. Accurately graduated in ounces and cubic centimeters.

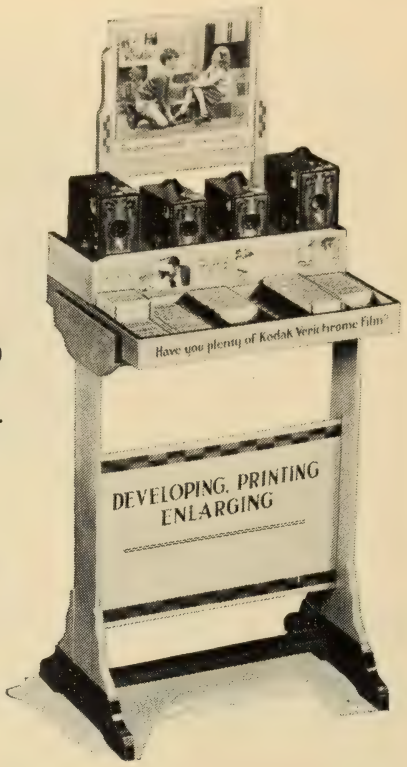
No. 150—16-Ounce Graduates $1.25
No. 170—32-Ounce Graduates 1.70

for YOU . .

By actual test in 126 stores this new Eastman fixture

. . raised film sales 48%

. . raised camera sales 119%



New No. 409 Eastman Open Display Assortment

Every camera sold sells more film and finishing . . . and we've proved that open display sells more cameras—twice as many. It's an endless chain of quick profits.

The new Six-16 and Six-20 Brownies should sell even faster than the cameras used in the test. Both sizes are covered with a rich, black morocco-grained material, which is set off with a metal front plate of beautiful design, finished in black and nickel. They are equipped with brilliant Magna-finders, and the unique two-point lens system, permitting not only the fixed focus feature for ordinary subjects, but sharp, clear close-up pictures as well.

Four Cameras and 54 Rolls of Film Complete the Assortment

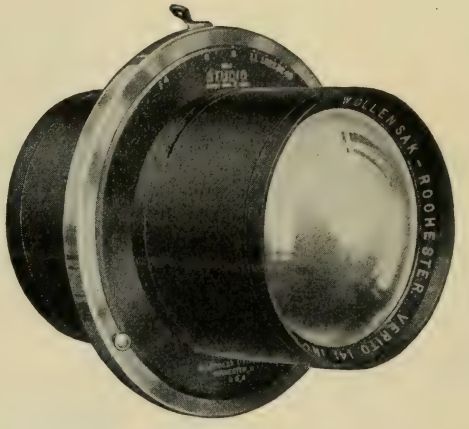
Four of these cameras — two of each size (2¼x3¼ and 2½x4¼)—are included with 54 rolls of Verichrome Film to complete this quick selling assortment.

		Retail List Price
1	Eastman Open Display Fixture and three two-way Display Enlargements (Six in all) ($6.00 value)	No charge
2	No. Six-16 Brownies @ $3.50 each	$ 7.00
2	No. Six-20 Brownies @ 2.50 each	5.00
		$12.00
1	dozen V616 Kodak Film	
1	dozen V620 Kodak Film	
1	dozen V116 Kodak Film	17.40
1	dozen V120 Kodak Film	
½	dozen V127 Kodak Film	
	Total retail value of merchandise	$29.40
	Your Price	$20.00

Your profit, $9.40, plus photo finishing profits and the countless repeat sales the fixture assures.

Ready in April . . . Order Now from

HIRSCH & KAYE



The Wollensak Verito

MORE AND MORE AMATEURS ARE USING THE VERITO LENS

PROFESSIONAL photographers have long favored the Verito diffused focus lens because it permits an endless variety of original effects. Now, more and more amateurs are adopting Verito for pictorial photography. It adds charming softness to their work.

Verito is a doublet, speed, f. 4. Rear lens, used alone, ideal for portraits. As projection lens, Verito softens harshest, most wiry negatives.

Learn how soft focus effects with Verito can improve your work. On display at Hirsch & Kaye's. Literature free.

WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

Spring Cleaning

After the summer rush of finishing business we're content to sit back and take things easy for a while. Maybe we take a vacation and forget the plant.

Pretty soon winter is pushing us into a steady routine. We forget that in the rush last summer we needed a new bench for the printers, a new shelf in the developing room for the small chemical bottles, a new safelight near the tanks. And worst of all we put off the thorough periodical cleaning that every finishing plant should have—no matter how well it is maintained from day to day.

Enemies of Good Finishing

Dust and dirt are the twin enemies of good quality photographic work. Let a few particles of dust or dirt sift into the developing room and you have trouble. They seem to know that moist films and prints are the best place for them to settle if people are going to pay any attention to them. Spots! You'll see them and your customers will until you get cleaned up.

Beat the game. Clean up before you have trouble and everybody will be better off. It's easily worth the effort.

Chemical and Mixing Room

If you can arrange it, build a separate room for storing and mixing chemicals. Keep the room clean and orderly. Chemicals should be classified according to their use and all containers should be kept sealed or closed when not actually in use.

If you already have a mixing room, is it fitted with a waterproof floor and drain? It should be flooded once a week to wash away any particles of chemical dust that may have accumulated.

If there is no drain, the floor should be mopped frequently.

In the Workrooms

Developing and printing rooms should receive especial attention. Be sure floors and benches are washed clean.

Deep tanks should be scrubbed thoroughly with clear water before adding new solutions. A double-sized brush can be obtained for this purpose. It is advisable to sterilize the developer tanks occasionally, especially in warm weather, otherwise bacteria in the water may react with the sulphite in the developer, to produce sulphide, which will fog the film.

Stone tanks can be sterilized by scrubbing the sides and bottom with solid calcium hypochlorite (bleaching powder) mixed with enough water to form a paste. The tanks should then be washed out five or six times with clear water.

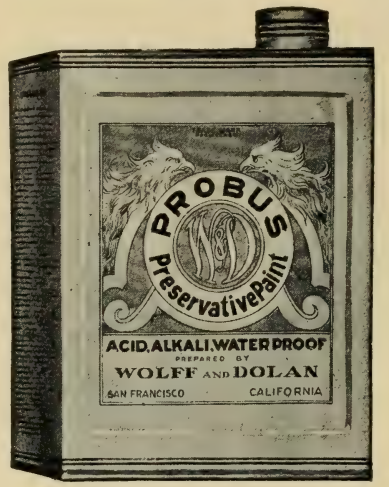
The walls of wooden tanks should be scrubbed thoroughly with a wire brush. Then the tanks should be filled with sodium hypochlorite solution (one part hypochlorite solution to six parts of water) and allowed to stand over night. Then they should be emptied, given another thorough scrubbing and five or six washings before being used again.

A stock hypochlorite solution is prepared by making a 4% solution of calcium hypochlorite and adding 10% sodium carbonate solution until no more precipitate forms. Allow this solution to stand until all the precipitate settles to the bottom; the remaining liquid should then be drawn off for use as a stock solution.

Cleaning Solutions

A good cleaning solution for enameled steel and stoneware may be prepared by dissolving 3 ounces potassium bichromate in 32 ounces of water and adding slowly while stirring 3½ ounces of concentrated sulfuric acid. *Handle sulfuric acid with great care—it is very corrosive.* This solution will remove developer oxidation stains, silver stains and some dye stains.

Probus Preservative Paint



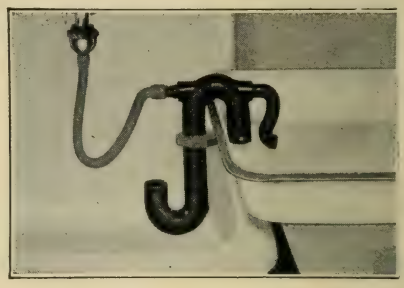
There is a special paint for every special purpose. Probus is the special paint for your workrooms.

Applied to wood, fibre or iron, it renders the material proof against water, acid, alkali and rust.

½-Pint Tin	$0.45
1-Pint Tin	.80
1-Quart Tin	1.25
½-Gal. Tin	2.05
1-Gal. Tin	3.75
5-Gal. Tin	16.75

Make Your Photographs PERMANENT

Correct Washing of Prints Guards Your Photographic Reputation



Two things are essential to correct washing. The processing chemcials must be dissolved out of your prints and, in turn, eliminated from the wash water. Much tedious handling and changing of water will accomplish this task, but too often it is neglected, especially when only a few prints are to be washed.

The Eastman Automatic Tray Siphon does the job scientifically and thoroughly. Unlike ordinary tray washing, in which fresh water runs in and out at the top and chemicals settle to the bottom of the tray, the Tray Siphon supplies fresh water at the top and removes the chemically laden water from the bottom. The water is completely changed every few minutes—washing is thorough.

The Tray Siphon does even more. It keeps the prints separated—keeps them moving, and does its work automatically. A convenience such as this is almost indispensable, especially in the one-man workroom.

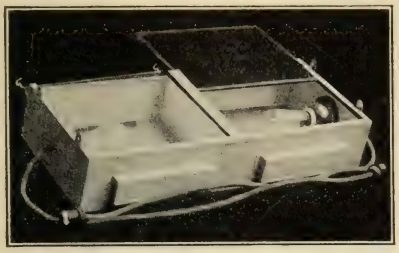
This simple device may be attached to any water tap and will convert any tray into an efficient washer. And it is so inexpensive that you can't afford to chance your reputation on the washing of even a small batch of prints in just a tray of running water.

The Eastman Automatic Tray Siphon, complete with hose attachment, costs you only $6.00.

Order Today from HIRSCH & KAYE

Indirect Light Boxes

The light is thrown against the ceiling and distributed evenly over the workroom. These light boxes are intended to be suspended from the ceiling as shown in illustration.



Two styles are available:

The *double box,* uses two 10x12 safelights or one white light and one safelight.

The *single box* uses one 10x12 safelight or white light. Cords and plugs are included but not safelights, electric bulbs or chains.

Single Indirect Light Boxes	$ 9.00
Double Indirect Light Boxes	18.00
Wratten Safelights, 10x12, each	1.75

You will want an indirect safelight for Super Sensitive Panchromatic Roll Film.

For Your Graflex

There are a number of users of Graflex equipment whose eyesight is not normal. This has been revealed to us by our letters and personal conversation with Graflex users. There are two ways to overcome this condition. One is to be equipped with suitable eye glasses to restore vision to normal. If this is not possible or practical, we suggest Soho Focusing Magnifier.

Soho Focusing Magnifier consists of a frame in which are mounted two lenses. The frame is so constructed that it is dropped into the hood at a predetermined depth and by means of snap clamps on either side of the frame, is attached to the hood of the camera. The result is that you see a magnified image in the ground glass and your pictures will be more sharply focused. Even people who do not require artificial aids to vision will obtain sharper pictures with a Soho Focusing Magnifier.

Price $8.50

Cooper Hewitt Mercury Lights

In combination with an equal wattage of Mazda lamps supply you with exactly the proper mixture of wave lengths to obtain exact color values on panchromatic and super panchromatic emulsions.

Daylight color values—soft tones—no glare—high actinic values.

Also excellent for ordinary and orthochromatic emulsions.
For panchromatic the ratio of Mazda wattage to mercury is two to one.

Require no special wiring to install.

YOU CAN SEE THE PICTURE YOU ARE GOING TO GET.
SAVES AN UNBELIEVABLE AMOUNT OF WORK ON RETOUCHING.

Let us tell you about it.

HIRSCH & KAYE

A NEW MODE STYLE . . .

MODERNISTIC THROUGHOUT . . .



THE GOTHIC

If your mounters are not modern—if they do not "dress up" your portraits to advantage, you are seriously handicapping your business. The GOTHIC is just the style you need today to let the public know that you are in step with the times.

A double scored cover permits the top and bottom of easel to stand in relief—no part of the cover is visible when the picture is displayed—a novel effect.

In all standard sizes from 3x4 to 8x10—colors, Greytone and Neutralblend.

Add beauty and sparkle to your portraits by featuring this striking style.

Sample for ten cents, and we will include sample of the PLAZA, same style but for horizontal portraits. A fine combination to feature at the sales counter.

SAMPLE OFFER F-203

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

We've got those three new papers Eastman got out for rush orders. Azo P D Q.

♣ ♣

The shipping clerk sent me out to collect some money for a package I delivered. The lady was awfully nice to me and said, Ill give you a nice new shiny silver dollar. I wanted to be nice too, so I says—could you make that a worn out 5 dollar bill?

♣ ♣

Fifteen years ago a nickel was a nickel, but today its worth three cents.

I'll buy all I can get at three cents each.

♣ ♣

Theres a group of people back in a place called Zion that believes the world is flat. Are they telling me?

♣ ♣

Have you noticed how we manage to get along without money?

♣ ♣

As fast as the big banks closed, the baby banks were opened up.

♣ ♣

A joint account is one where the man puts the money in and the woman takes it out. Now the banks have made it a tight joint.

♣ ♣

Have you heard the new Poker song? Im waiting for chips that never come in.

♣ ♣

Im waiting for my share of the new Woodin money.

♣ ♣

I see where the new President wants to be friendly and talk business with Russia.

Well thats one way to get business out of the Red.

♣ ♣

The new President says we need a lot of grit.

Maybe so—but I don't want mine in spinach.

♣ ♣

Ive got a swell idea to make jobs and bring prosperity back—

Put whiskers on all the Fords and make em look like Lincolns.

♣ ♣

What the country wants now is two cars in every garage and a chicken in every rumble seat.

JERRY

EXTRAORDINARY

is a big word, but it requires a big word to tell the good qualities of Hammer's negative emulsions.

Throughout all of the year, whenever and wherever photographs are made, Hammer emulsions will be found dependable.

That's the reason so many successful photographers in all parts of the country continue to use Hammer.

You can get more facts by writing for free Portfolio of Prints with Suggestions.



HAMMER DRY PLATE CO.

161 West 22nd St.
NEW YORK CITY

3547 Ohio Avenue
ST. LOUIS, MISSOURI



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
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GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

Professional Service

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Fine Crayons - Water Colors - Pastels
Oil Paintings - Ivory Miniatures
Air Brush Work

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MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

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MOORE'S OPAQUE

Moore's Universal Opaque may be applied with a brush, ordinary pen or a ruling pen. Dries quickly and is exceedingly flat and thin. It will not crack or chip off and cannot stick to the negative in printing.

1 ounce	$ .25
4 "	.60
8 "	1.00

Johnson Retouching Varnish

Photographers will be glad to know that we have received another supply of Johnson Retouching Varnish. This has always been a popular retouching dope applied to the area to be retouched. It is economical in use and most efficient in results.

1-ounce bottle	$ .30
2-ounce bottle	.50

Order today from Hirsch & Kaye.

How About Lamps?



Do you need lamps for the home, office, studio or workrooms? All sizes, shapes and colors are in stock.

Order today from Hirsch & Kaye.

COMPLETE - MODERN - PRACTICAL
COURSES OF TRAINING IN
PROFESSIONAL PHOTOGRAPHY

HOME AND STUDIO PORTRAITURE
COMMERCIAL PHOTOGRAPHY
ILLUSTRATIVE AND FASHION
NEWS AND FEATURE
COMMERCIAL PHOTO FINISHING
PROFESSIONAL PHOTO COLORING

Full-day, Half-day and Evening Classes in fully equipped studios and laboratories.

Pacific School *of* Photography

"Where You Learn By Doing"
690 MARKET STREET, AT KEARNY SAN FRANCISCO
WILLIAM HORACE SMITH, *Director*
THE ONLY SCHOOL IN THE WEST TEACHING PROFESSIONAL PHOTOGRAPHY
Send for Catalog *Visitors Welcome*



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New
INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



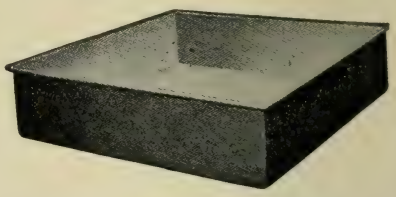
5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE COMPACT DURABLE EFFICIENT.

The best by test.

White Enamel Fixing Bath



Made for all sizes of prints, both large and small. Far superior to shallow trays on account of extra large depth and roominess. No slop or muss. Very easy to handle and keep clean. Economizes solutions. Saves labor, expense and time.

10x12x5" deep	$ 9.00
12x16x5" deep	9.60
16x20x6" deep	12.00
18x22x5" deep	13.50
18x24x6" deep	15.00
20x24x6" deep	16.50
20x30x6" deep	18.00
22x30x6" deep	18.75

Other sizes, if desired, Made to Order

Bargains for the Photographer

NEWCO FLASH POWDER

Your choice of the following grades: Universal, Extra Fast, Slow, and Flash Bag.

2-oz. bottles ..... **$0.75** each net
Lots of 6 ..... **$0.62** each net

RODA TIMER

Attach to wires that supply light to your printer. Set for any desired interval from 1 to 60 seconds. Turn handle and you have uniformly timed prints.

Bargain Price **$4.50**

RUBY GLOBES FOR FLASHLIGHTS

Will fit average pocket or hand model flashlight, so it can be converted into an emergency ruby lamp. A handy thing to have.

Price ..... **20 cents**

SPECIAL TOP FOR TRIPOD

These tops measure 7½x24 and are intended to give studio stand effect to ordinary commercial tripods. Excellent for small copy cameras, lantern slide projectors, etc. Used on regular tripod top, attached by tripod head screw.

Bargain Price **$1.50**

BEATTIE NORMA ARC LAMP.

This lamp requires no special wiring, yet gives a powerful but completely controlled flood of light. A real bargain far **$75.00**

Used **PRINT FRAMES** with glass.

5 x 7	**$0.75**
5 x 8	**0.75**
6½x 8½	**1.25**
10 x12	**1.95**
11 x14	**2.25**
16 x20	**4.25**
18 x22	**4.85**

PACKO ROCKER SYSTEM



This is a dry-hand method of handling prints — speedier, more economical and a protector of quality.

500 to 600 prints hourly is an easy average to maintain. Operates with about 25 per cent of operator's time. Requires no skill. Carries your prints through short stop, hypo, wash and drain without wasting time or effort—without wetting a finger.

This is a demonstrator, condition like new.

Pako Rocker System

Complete, including 1 Hypo Tray, 1 Short Stop Tray, 1 Wash Tray (Pat. outlet), 1 Time Indicator, 1 Drain Stand, 4 Print Carriers, and 1 Motor equipped Rocker and Base **$160.00**

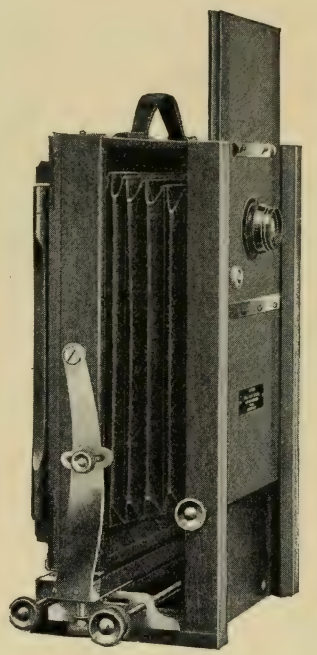
PAKO JUNIOR PRINTER in excellent mechanical condition. A bargain for **$32.50.**

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**
(Can be purchased on terms.)

Bargains for the Photographer



KORONA WIDE ANGLE CAMERA

Here is a special purpose camera that will do things for you that can not be done with an ordinary camera. The bellows extension from lens board to ground glass is 7", size of lens board 6x6 inches. A feature of this camera is the extreme rise and adjustability of the lens board.

The outfit weighs 13 pounds and includes one plate or film holder and carrying case. The camera measures 14x 14½x6 inches over all when closed, and to the photographer who is called upon to make interior pictures under trying conditions, we suggest this camera as a way out of his problems.

Korona Wide Angle Camera with case and one holder.....**$24.50**

14x17 HARD RUBBER FIXING BOX. This box is like new and is offered at bargain price of.....**$17.50**

CORK FLOAT for 8x12 Sterling Tank.
Bargain Price **$0.75**

OUTDOOR ENAMELED METAL SIGN with supporting bracket.
Bargain Price, each.....**$0.50**

A limited supply of **CIRCUIT FILM,** regular emulsion in size 6½"x3 ft.
Bargain Price.....**65 cents** a roll.
This is fresh film.

WOOD NEGATIVE DRYING RACKS, suitable for all sizes up to 8x10.
Bargain Price.....**15 cents** each

MODEL A CENTURY HEAD SCREEN, illustrated Page 42 H & K Catalog.
Bargain Price **$10.50**

MODEL B CENTURY HEAD SCREEN, illustrated Page 42 H & K Catalog.
Bargain Price **$10.50**

No. 3 EASTMAN HOME PORTRAIT CAMERA with real leather bellows. This camera has bellows extension of 20 inches with 7x7 lens board. Furnished in canvas case and one film holder for **$55.00.** This camera cannot be told from a new one.

PAKO WASHER

Refinished, worn parts replaced. Now good for years of service. We will furnish with A.C. or D.C. motor, just as you desire.
Bargain for **$45.00**

K. C. GLOSSY PRINT DRYER

A practical dryer for flat tins. Capacity 12 - 18x24 tins. Furnished with fan.
Bargain Price **$35.00**
Sold on terms.

SEATTLE SPECIALTY PRINTER

A printer with capacity up to 5x7.
Bargain Price **$17.50**



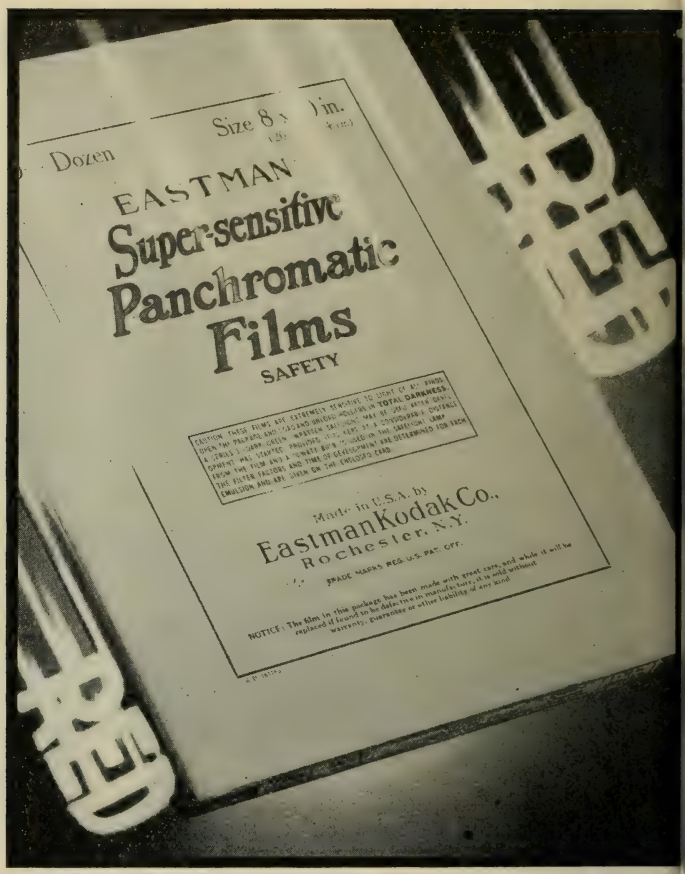
ADD COLOR—
INCREASE PROFITS

LEARN how simple it is to use Kodak Transparent Oil Colors. Learn as well the beauty that color adds to the portrait—the extra sales and profits from colored prints.

The cost of an outfit is small because fifteen concentrated colors, by dilution or simple mixing, produce every hue found in nature—do the work of a great variety. Instructions are explicit—a little practice is all that is necessary.

The price of the complete Kodak Transparent Oil Color Outfit in lacquered box is $3.75. Colors only, set of 15 No. 2 tubes, $2.60. Extra No. 2 tubes of color, 20 cents each. Large No. 4 tubes, containing six times as much color, 60 cents each. Transparent Medium No. 4A tube, 35 cents; No. 6A tube, 60 cents. Sizing Fluid, 1 ounce bottle, 20 cents; eight ounce bottle, 65 cents. Cleaning Fluid, 1 ounce bottle, 20 cents; eight ounce bottle, 65 cents. Order from your dealer.

EASTMAN KODAK COMPANY Rochester, N. Y.



Only Red Sensitivity *Can Solve The Problem*

THE inability of ordinary sensitive materials to register the pink or red of flesh has always been the bane of the portrait photographer. Negatives had to be retouched or apologies made for the shortcomings of the proofs.

The fast Eastman Super-sensitive or Portrait Panchromatic Films overcome this deficiency because they are red sensitive. They register flesh color as the eye sees it, reduce retouching to a minimum, permit shorter exposures with resulting better expression.

Try these wonderfully fast films and see for yourself. Your dealer can supply you.

EASTMAN KODAK COMPANY Rochester, N. Y.

SPECIAL COLLECTIONS

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THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. IX APRIL, 1933 No. 4



"THE INAUGURATION NUGGET"
The $1320 Gold Nugget Discovered near Quincy, California, March 4, 1933

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

APEX

SIX GRADES

No. 00—Extra Soft
No. 11—Soft
No. 22—Soft Medium
No. 33—Medium
No. 44—Hard Medium
No. 55—Hard

For Commercial Photography
For Photo Finishing

There is brilliant photographic rendition in each of the six accurately separated APEX grades.

Speed, mechanical fitness, conformity to established method and routine.

Notable latitude in exposure and in development. A trial is convincing.

APEX works with you and for you right from the start.

SURFACES

A —Semi-Matt, S.W.
B —Semi-Matt, D.W.
S —Glossy, S.W.
T —Glossy, D.W.
AL—Semi-Matt Document, S.W.
The following five Apex surfaces are supplied in Grade 22 only.
BB—Cream Half-Matt, D.W.
J —White Plat, Luster, D.W.
K —Buff Plat. Luster, D.W.
X —Buff Silk
Y —White Silk

Defender Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. IX APRIL, 1933 No. 4



INTRODUCING—
KEE COLEMAN

Mr. Coleman is a native of Minnesota of Scotch-Irish parentage. This combination ancestry was an asset as he went out into the business world, for we find that at the age of sixteen, he became a wage earner. His experiences were varied and included hardware, wholesale electrical supplies and sporting goods lines. He was also a manager of a factory.

His various experiences and observations caused him to cherish an ambition to some day have a business of his own and to make it a success. There is every reason why his ambition should be realized, for he has that excellent background of experience which makes the successful business man. Mr. Coleman knows a lot about human nature and mental processes, and knows how to obtain the good will and support of his employees, and at the same time direct this good will into channels that are profitable for all concerned.

In 1924 he made his first contact with photography and now has two studios, one in Oakland, the other in San Francisco. He is a member of the Elks, Shrine, and Masonic organizations, as well as Castlewood Country Club, Kiwanis and Breakfast Clubs. He is also a members of the Chamber of Commerce. His earlier training enables him to manage both studios with ease, and we believe he will not object if we mention the able assistance given to him by Mrs. Coleman, his partner. His hobby is hunting, fishing and golf. Right now he is especially interested in golf. At the present time Mr. Coleman is president of the East Bay Portrait Photographers Association and has an extensive program which is intended to help the portrait photographer. He would also like to see one San Francisco Bay organization to include photographers on both sides of the Bay.

←❖→

In looking back after a catastrophe it is easy to trace the steps by which the inevitable advanced. Destiny marches, not by great leaps but with a thousand small and painful steps, and here and there it leaves its mark, a footprint on a naked soul. We trace a life by its scars, as a tree by its rings.

—Mary Roberts Rinehart.

←❖→

Beware of These

Among the strange maladies that afflict mankind are arithmomania — the uncontrollable desire to count things; batophobia — the constant dread that something will fall on you, and ergophobia—the morbid fear or hatred of work.

The Studio Brite-Lite



The Studio Brite-Lite head is of 22-gauge aluminum, size 17x22 inches, and equipped with Beattie's Silvoleaf light area. The container head being grooved, the light area may be replaced after a couple of years, or when soiled or tarnished. With convenient handle on back of the head, and adjusting knob on the standard, the brilliant reflecting surface of the Brite-Lite may be instantly placed in any position required—"From floor to ceiling."

Beattie's Silvoleaf is the result of much experimenting and is far more powerful and lasting than other mediums.

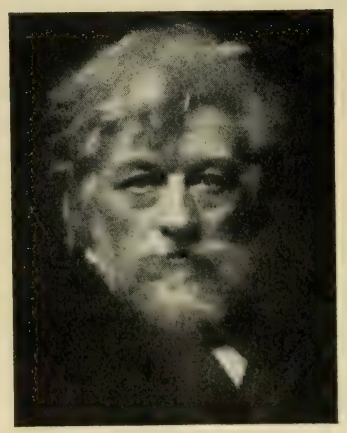
The base and head of the Studio Brite-Lite is enameled a dark blue, gold striped. The standard is full nickel. Nickeled, ball-bearing casters. Weight, complete, 10 lbs.

Directions and diagrams for use packed with each Brite-Lite.

Price, with one light area, $30.00.

If you wish to make your own Brite-Lite reflector, we will furnish genuine Beattie Refill Area for $5.00.

Dassonville Charcoal Black



Unusual Projection Papers

Designed for those who wish their prints to command attention and produce new business.

The new Grade E has the medium weight and true sketching surface of the popular Grade B, but is of delicate ivory tone. A most distinctive paper for both portrait and landscape work.

5x7, Doz., $0.65 8x10, Doz., $1.50 11x14, Doz., $2.95

Test strips in all packages of paper.

Order from HIRSCH & KAYE

Infra-red Photography

(Continued from March)

Early in 1932, a new method of infra-red sensitizing was worked out in the Kodak Research Laboratories which gives sensitivity much further the infra-red than the sensitizing mentioned above, and the sensitizing dye has been called Xenocyanine. Eastman Xenocyanine plates are made using the new dyes, the sensitivity maximum being at 960 millimicrons. These plates have proved extraordinarily valuable to astronomers and spectroscopists, and have permitted many new spectrum lines to be discovered between 900 and 1200 millimicrons. In this region of the infra-red the speed of the plates is 100 to 1000 times faster than that of the best materials previously available. They have permitted the mercury line at 1014 to be photographed in 1/100 second, and the 1129 line in 2 seconds exposure.

For general photographic work in the infra-red, the Xenocyanine plates are not as useful as the Mesocyanine plates. Their great characteristic is that their sensitivity extends much further into the infra-red than anything previously known. Between 800 and 900mu, they are much less sensitive than Mesocyanine plates.

In April 1932, Dr. Meggers of the Bureau of Standards was able to record a neon line at 1207 and a krypton line at 1213, on Xenocyanine plates three months old. This is the longest wavelength which has so far been recorded photographically.

The Eastman Xenocyanine Plates are relatively unstable, and should be kept in a refrigerator or ice box. Under these conditions, plates have proved perfectly satisfactory after 6 months storage. They should be hypersensitized before use.

Development

For the development of the various infra-red sensitive plates, the D-19 developer, or the Eastman X-ray Developer Powders obtainable in package form, are recommended.

Developer Formula D-19

Water (about 125° F.)	16 ounces
Elon	35 grains
Sodium Sulfite, desiccated (E. K. Co.)	3½ ounces
Hydroquinone	140 grains
Sodium Carbonate, desiccated (E. K. Co.)	1¾ ounces
Potassium bromide	90 grains
Cold water to make	32 ounces

The average time of development is about 5 minutes at 65° F. Maximum contrast is attained in about 12 minutes at 65° F.

Safelights

Of the regular safelights available, it is possible to use the Wratten Series No. 3 with Eastman Extreme Red Sensitive and Mesocyanine plates. It is not safe with the Xenocyanine plates, which are sensitive beyond the absorption region of the safelight, and these plates should be developed in total darkness.

Prices

Extreme Red Sensitive and Mesocyanine plates are obtainable at the same

(Continued on page 7)

Grippit Sticks . . .

. . . . with a Sinewy Grip

Ten years of meeting technical requirements has developed Grippit—a special liquid adhesive. . . It holds the thinnest tissue flat and unwrinkled. No pucker. . . It is transparent, stainless, non-inflammable. . . Any excess Grippit squeezed out at the edges of your work rubs off in little balls that clean up like erasers. It is clean. It leaves immaculate layouts and dummies. . . Grippit holds like tiny rubber bands—hundreds to the square inch—as long as you want adhesion. If you wish to remove Grippited work it can be peeled off—like adhesive tape.



Grippit is used successfully by Advertisers, Architects, Designers, Editors, Photographers, Stamp Collectors, Students, Teachers and everyone who uses adhesives.

TUBE

Each boxed in blue and white to reflect Grippit's high quality.

Per tube 25c
Per dozen $3.00

HALF-PINT

Squat, wide mouth, easy opening cap for greatest convenience.

Each 60c

QUART

A refill-can with a pouring spout.

Each $1.75

GALLON

Most economical, with pouring spout.

Each $6.00

DEALERS ARE INVITED TO WRITE FOR PRICES

Grippit and other photographic adhesives are promptly supplied by

HIRSCH & KAYE

Your logical source of supply

INFRA-RED PHOTOGRAPHY

(Continued from page 5)

prices as Wratten Panchromatic Plates. Xenocyanine plates are sold at the same prices as Wratten Hypersensitive Panchromatic plates.

Wratten filters No. 25, 88-A, 89 and 87 are available in gelatin film form at 10 cents per square inch, minimum 20 cents per filter.

Wratten No. 87 filter in the form of a safelight costs $1.25 in the 8″ x 10″ size, and $1.75 in the 10″ x 12″ size.

NOTE — *We suggest you keep this issue of* THE FOCUS *as well as other numbers for future reference.*

A photographer with a few "pan" films awaiting development had only a 3½ gallon tank to use. Unwilling to make up that much fresh developer—or to use a tray—he maneuvered as follows:

Gathering together some empty chemical bottles—one pound size—he filled these with water and placed them in the tank, one by one, until their displacement reduced the capacity of the tank to accommodate the small quantity of developer he proposed to use.

He found he could regulate the temperature of his solution very nicely by using either cold water or warm, as needed, in filling the bottles.

Eastman Film Speeds

The approximate relative speeds of the various brands of Eastman professional films are shown in the following table. Relative speeds are given for exposure to light of both daylight and incandescent tungsten (clear bulb) quality. The figures given are not absolute values in any sense of the word, although in either of the columns they are comparable relatively among themselves. The figures in the daylight column are not comparable with those in the tungsten column.

	DAYLIGHT	TUNGSTEN
Eastman Super-sensitive Panchromatic Film	180	310
Eastman Portrait Film *Super Speed*	150	150
Eastman Portrait Panchromatic Film	140	210
Eastman Commercial Panchromatic Film	120	150
Eastman Safety Ortho Press Film	120	120
Eastman Portrait Film *Par Speed*	100	100
Eastman Commercial Ortho Film	75	75
Eastman Commercial Film	40	35
Eastman Commercial Matte Film	40	35
Eastman Panchromatic Process Film	15	18
Eastman Process Film	10	9

Kodaflector

The Kodaflector, a new type of reflector and stand to accommodate two Photoflood lamps, is being currently announced by the Eastman Kodak Company.

This new accessory, useful for indoor photography and cinematography, facilitates interior work by setting the Photoflood lamps in reflectors described as the most efficient ever developed for use with lights of that type.

Important additional advantages claimed for the Kodaflector are easy use, easy packing, and portability (weight: 4½ pounds).

The two reflectors, which lie flat when they are not in use, snap quickly into position. The light but sturdy metal stand telescopes into a fraction of its full height when it is not in use. A swivel arrangement at the top of the stand makes it possible to direct the beams of the two lights in any desired direction. Twelve-foot cords lead the current to the light.

Without the lights, the Kodaflector sells for $5.00.

Focusing Magnifier, Suction Type

This is a very useful magnifier for examination of the image on the ground glass, especially when subject is poorly illuminated as in the case of interiors. It is fitted with a rubber suction cup, which holds the magnifier to the ground glass, and both hands are left free to focus the camera.

Price $1.50

The New Film

In the February and March numbers of The Focus, we announced Eastman Supersensitive Panchromatic Roll Film and Film Packs. In the March issue, we mentioned how the new emulsions should be handled in the workrooms, and now we are glad to announce the list price at which the new film will be offered. You will notice that Supersensitive Film will be designated by the letters "S S", and when you place your order for the new film, be sure to use this designation as otherwise we will naturally send Verichrome or Regular film. Prices follow:

Roll Film

S S—127	$ .40
S S—117	.35
S S—129	.40
S S—120	.40
S S—620	.40
S S—616	.45
S S—116	.45
S S—118	.70
S S—130	.70
S S—122	.80

Film Packs

S S—520	.75
S S—518	1.35
S S—523	1.55
S S—541	1.45

Graflex Film

S S—51	.70
S S—53	.80

We suggest you order your supply now so as to be among the first to offer the new film.

Are You Overlooking Anything?

Recently a factory representative from a well-known Eastern manufacturer called on us, and among the interesting things he told us, was his opinion that photographers do not make the most of the religious holidays. He told us that he knew of many studios where Confirmation and Communion pictures were considered rather lightly and no adequate sales policy was in evidence.

We told him we felt that some photographers in this territory were quite alert to the opportunity and asked him to tell us what he considered the most practical and profitable plan. He then outlined the sales policy of one studio, which he tells us has been used by other studios with equal success.

The photographer was not satisfied to have one, two or three styles for these pictures but had prepared an assortment of five or six styles, varying as to size. He started with a small corner holder easel, 3x4½ and ended with 8x10. The styles were so selected that there was a price variation of approximately $1.50 a dozen, and he found that by showing a 5x8 folder, people frequently selected a 5x7 which was the most popular size. Had he not had the 5x8 folder people would have taken a 4x6. He also had 6½x8½ and 8x10 for those who wanted larger sizes.

An interesting factor was the salesman's statement that in many cases the youngsters selected the pictures because of some feature of the folder. His conclusion was that it is not sufficient to have two or three pictures, but because of the special nature of the event, which happened but once in the lifetime of the individual photographed, it was necessary to prepare special assortment of folders. This photographer is also prepared to furnish flowers and so-called stage property for the benefit of people who are not provided with them. You may or may not agree with the statement by factory representative, but we do suggest that you review your sales policy and ask yourself if you do justice to your opportunity.

Samples of especially designed folders suitable for Confirmation or Communion pictures, will be sent on request. We also have special dies, suitably worded, of which an impression will be sent on request.

←❖→

It is an honor to receive a bill, for a bill indicates that someone has faith in your honesty.

Credit is the most valuable thing you have . . . good credit comes only from the prompt payment of your bills.

Cherish your credit as you do your health, happiness and other priceless things.

←❖→

Many times the darkroom worker is neglectful of the bottles which contain his Pyro solution. These should always be kept clean, as oxidized Pyro leads to trouble in developing film or plates. To remove oxidized Pyro from the inside of the bottle use 1 ounce 28% solution Acetic Acid, ½ ounce of Salt and two ounces of water. Pour solution in bottle and shake well. After this has been done, wash bottle thoroughly with warm water.

←❖→

Kleenex is excellent for rubbing down retouching dope. No lint.



•

There are few demands made upon a bromide enlarging paper which are not readily met by the exceptional emulsion characteristics of world-famous Gevaert NOVABROM, and by the thirty-five surface, weight and contrast varieties available. It will repay you to become familiar with those varieties which you do not already know—have you tried the handsome Platino Gravures?

•

NOVABROM

for every enlarging need

•

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Never Give Up

The only man who is ever really beaten in the game of life is the man who gives up. He beats himself. A man may be overwhelmed, crushed, baffled and apparently beaten beyond redemption, but if he has the right stuff in him there will be something in him that will still hold out and raise the flag of defiance.

There is not one of us who is not at some time tried to the limits of our capacity. There are many of us whose whole life is one continuous trial, and yet it happens often that those who are most sorely tried, who have the greatest misfortunes and bear the heaviest burdens, are the most cheerful and optimistic and inspiring of all.

Do not imagine that you are alone in battling with the fates and in being buffeted by the adversities! There are thousands and thousands of others who are having the same struggle, and you must learn from them to rise again and again after being beaten down, thereby bringing into play the last atom of your moral strength and proving yourself to be a man.

Never give up! That is the only way you can be beaten, and when you are beaten in that way it is by yourself. The enemy you have been fighting could not have crushed you; you did it yourself. No man of character who is fighting for a principle and is resolved never to surrender is ever beaten in the battle of life.

Reputations are based on past accomplishments, but their maintenance depends entirely on performances of the present. Business that rests on their reputation expecting that reputation to carry them on are in a bad condition and heading direct for disaster. Success comes by keeping at it, and so it is necessary for any business house that has gained a reputation to make all its everyday performances live up to the house's reputation.

—*The Roycrofter.*

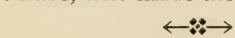
"The Inauguration Nugget"

The $1,320 Gold Nugget Discovered Near Quincy, California, March 4, 1933

This nugget was found on Squirrel Creek, Plumas county, California, at almost the very moment that Franklin Delano Roosevelt was taking the Oath as thirty-second President of the United States.

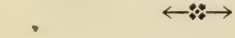
It weighed 88-4/5 Troy ounces; net gold content, 66 ounces, worth approximately $1,320. James J. Elliott, the finder, told his friends he was sure the "new deal" had, in fact, arrived.

A natural size picture of the nugget was sent to President Roosevelt, by John F. Rabe, who made the negative.



Metallon Paper

The popularity of Metallon paper in gold color has been such that silver color has been discontinued. Metallon will produce pictures of striking and most unusual nature, and if you have occasion to photograph jewelry or plate or desire a paper for a distinctive purpose, we suggest you order a dozen Metallon paper and enjoy the results.

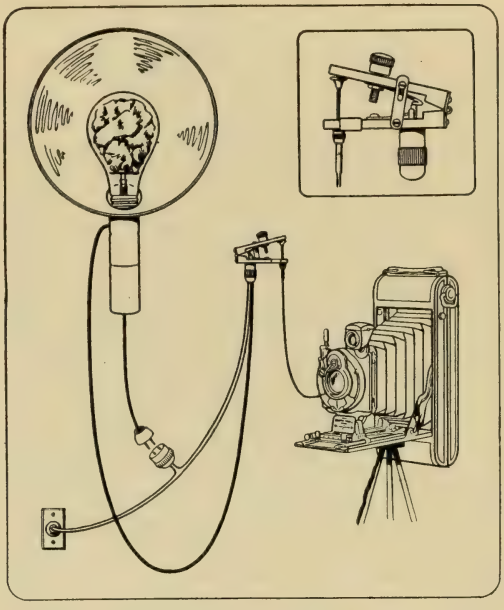


Grippit Thinner

A number of users of Grippit now purchase this unique adhesive in quart and gallon containers. There will be times when thinner consistency is desired, and to meet this condition, we are glad to announce Grippit Thinner.

Grippit as an adhesive has unlimited uses. Grippit Thinner, the companion article also has unlimited uses, for it is an excellent spot and stain remover and is suggested for cleaning typewriters. It is non-inflammable, and a can of Grippit Thinner should be in every workroom. Order your supply of Grippit today and include a can of Grippit Thinner.

Price, pint can, 75 cents.



LEY CABLE RELEASE SYNCHRONIZING SWITCH

An adjustable device to control automatically Photoflash and Shutter to the fraction of a second with michrometer accuracy, for Kodaks, Hand and Commercial Cameras using Cable Release Shutters.

No more miscues on shutter timing in daylight or other stray lights.

Will handle 100 photoflash bulbs as well as one.

Can be operated on either house or battery current.

Connector on bottom acts as cut-out switch.

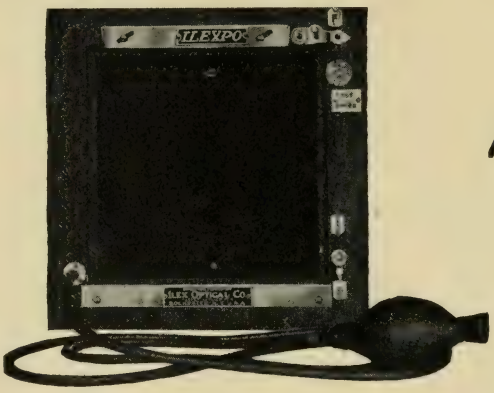
Made of bakelite, phosphur bronze and brass, is durable and neatly finished.

Sold on money back guarantee.

Instructions furnished with each Synchronizer.

Price **$1.75**

Order today from HIRSCH & KAYE



NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

Prices with Fast Speed

9x 9	$30.00
10x10	32.00

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

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PROFESSIONAL PHOTO COLORING

Full-day, Half-day and Evening Classes in fully equipped studios and laboratories.

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SKyline 2759

How About Lamps?



Do you need lamps for the home, office, studio or workrooms? All sizes, shapes and colors are in stock.

Order today from Hirsch & Kaye.

Johnson Retouching Varnish

Photographers will be glad to know that we have received another supply of Johnson Retouching Varnish. This has always been a popular retouching dope applied to the area to be retouched. It is economical in use and most efficient in results.

1-ounce bottle ..... $ .30
2-ounce bottle ..... .50

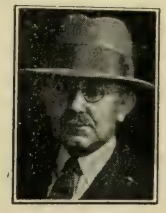
Order today from Hirsch & Kaye.

MOORE'S OPAQUE

Moore's Universal Opaque may be applied with a brush, ordinary pen or a ruling pen. Dries quickly and is exceedingly flat and thin. It will not crack or chip off and cannot stick to the paper in printing.

1 ounce ..... $ .25
4 " ..... .60
8 " 1.00







Our Salespeople Tell Us

E. F. Martin, Eureka photographer, has had an unusually long and severe seige of illness. Starting with the flu, he was stricken with pneumonia which brought with it a high fever and a broken blood vessel in his right eye. We are glad to report that the worst is over and he is slowly getting his strength back again. Oh, yes, we should have added, the bank holidays didn't help matters.

♠ ♠

During a recent trip through San Joaquin Valley, our **Mr. Bush** presented an interesting illustrated lecture on his experience in the Philippine Islands while a member of the famous Marine Corps. He spoke before the Kiwanis Club in Exeter. **Mr. Lacy Gordon,** local photographer, assisted at the lantern slide projector.

♠ ♠

Arthur Pillsbury, California's noted scientist, has just returned from a two months lecture tour of the Eastern States and Canada. Many thousands of miles were covered by air in keeping his speaking appointments.

During the recent bank recess, he was lecturing in Winnipeg, Canada, and tells many interesting incidents of his experience there. American dollars normally quoted at a 17% premium, would not be accepted at par during the period of the moratorium. He also tells of the Canadian Dole System and the many pressing problems of the Dominion.

The greater portion of Mr. Pillsbury's motion picture films used by him in his lectures are of his own creation, marvelously done in Technicolor. Mr. Pillsbury will rest here in California pending a continuation of his tours.

Believe it or not—during the Bank holiday last month a liner broke down in New York harbor. The name of the boat was American Banker.

♠ ♠

P. S. Daniels of the Artcraft Studio, Modesto, was a recent visitor. He continues his radio research experiments and is well posted on radio. Readers will recall that we previously mentioned Mr. Daniels has a public address system in front of his studio, by means of which he broadcasts entertainment during which time he also delivers his message on photography.

♠ ♠

Forrest Mitchell Allen arrived at the home of Mr. and Mrs. Mitchell W. Allen in San Luis Obispo, April 7. Seems to us another big and national event took place that day, as indicated by the very clever announcement sent to us by Mr. Allen. Here's hoping that Mr. Allen does not become absent-minded and put a bottle in the crib and the baby in the icebox.







Our Salespeople Tell Us

Mr. and Mrs. C. C. Green of Salinas were in San Francisco at the same time. We do not know this as a fact, but we suspect that their trip to San Francisco was in connection with a recent wedding anniversary.

♣ ♣

Sigismund S. Blumann, editor of "Camera Craft", has been voted the 1933 Austrian Gold Medal for outstanding service to photography for 1932. This medal is annually awarded by the Photographic Society of Vienna.

Mr. Blumann was previously honored by a Fellowship in the Royal Photographic Society of Great Britain, in addition to which he was the first honorary member of the Master Photo Finishers of America, an honor which has been voted but six times in ten years. Congratulations, Mr. Blumann, and may the honors continue to be bestowed upon you.

♣ ♣

We regret to report the death of **George D. Bruton,** who operated a studio at Lakeport, California, for the past twenty-three years.

♣ ♣

H. H. Wonacott tells us an amusing story at his own expense, which our readers will enjoy with him. Some twenty years ago while located in Willets, he prevailed upon the local Council to pass an ordinance which would license visiting photographers at cost of $9.00 a quarter. A few years later, he left Willets and did not return until a few weeks ago when he was called in to do some special work.

He was promptly reminded of the need of a license and indignantly protested. He was shown the statute books and then learned that this is the law which he himself helped to put on the books. He paid the fee and thought that the matter was ended. But he happened to arrive in town during the last week of the quarter and as the job required more than one week's time, it was necessary to pay another $9.00 to finish the job.

♣ ♣

Jack French, staff photographer of the San Francisco Chronicle and a member of the 363rd Infantry of the 91st Division, entertained his buddies at a Veterans Reunion with a story of his numerous experiences. Not the least of these were his experiences and observations during the recent earthquake in another part of the State.

♣ ♣

Thomas and Thelma Thoreson, of Alturas, tell us that the cat-fish are biting up in "that thar country" and that an extra pole has been laid aside for the writer. Don't mention it to the boss, but we'll be seeing you—and it won't be very long.

Sultan Finishing Envelopes

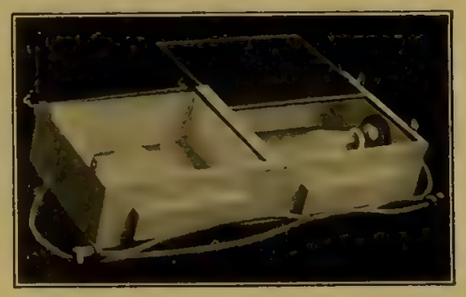
No doubt, the most popular envelopes we have ever offered to the finisher. They measure 5x7½ and are made of heavy, tough Manila stock.

They contain no advertisements, but space is provided for the addition of your name, either printed or rubber stamped. All essential details or instructions are easily entered in the places provided for them. A detachable stub is given to your customer. The price is right. Sample on request.

Per thousand, $4.75

Your name imprinted on envelopes and stubs, $1.25 per thousand extra.

Indirect Light Boxes



The light is thrown against the ceiling and distributed evenly over the workroom. These light boxes are intended to be suspended from the ceiling as shown in illustration.

Two styles are available:

The *double box* uses two 10x12 safelights or one white light and one safelight.

The *single box* uses one 10x12 safelight or white light. Cords and plugs are included but not safelights, electric bulbs or chains.

Single Indirect Light Boxes	$ 9.00
Double Indirect Light Boxes	18.00
Wratten Safelights, 10x12, each	1.75

You will want an indirect safelight for Super Sensitive Panchromatic Roll Film.

Hawkeye Reminder



The clock may be hung flat against the wall or set on a shelf close at hand. The alarm is easily set for the desired number of minutes. It is attractive, durable and dependable.

Each $4.50

"Measured Time"

Electric



Electric $9.50

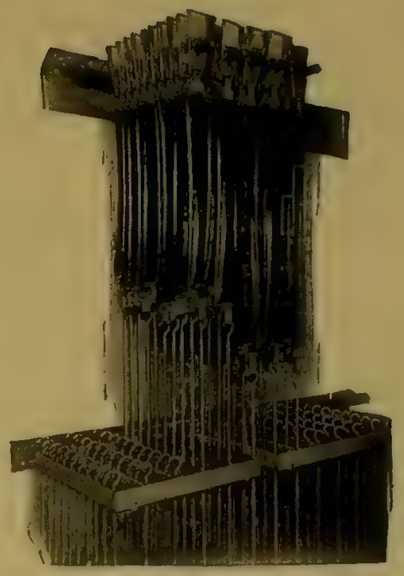
Accurately times periods from one second to two hours. On a predetermined minute, gives clear-toned signal, loud or soft, long or short. Conveniently set from the front. A credit to the most attractively appointed laboratory, workroom, or office. In rich black, or ivory.

Alternating current only. Standard 110 V. 60 C.
Other cycles special.

HIRSCH & KAYE *Have It*

You will need an interval timer when you develop Super Sensitive Roll Film.

Pako Multiple Weight Unit

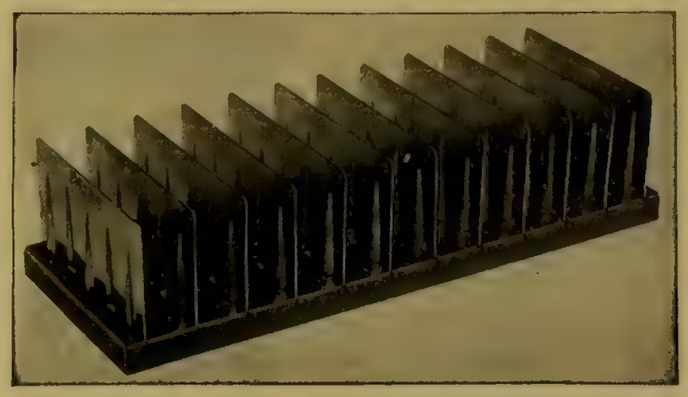


Designed to work with Pako Multiple Roll Hangers or any hanger of similar type. Prevents films from twisting and curling when drying. Straight films save much time in cutting, printing, and sorting.

This practical outfit requires practically no time to operate, and has been in actual use in many photo finishing plants for some time. Results prove that it saves time and money, especially during rush seasons.

60-Roll Capacity	$27.00
108-Roll Capacity	48.00

Pako Sorting Rack



PAKO PRINT SORTING RACKS have finished wood bases with metal partitions—aluminum for lightness, beaded for strength and rigidity. They nest together for storage and will give years of service.

Price ..... $3.00 each



PERMANENCY in Carbonate

Monohydrated Sodium Carbonate has a permanent strength and is stable in air. It always contains exactly 15% water—no more, no less. On the other hand, Anhydrous (Desiccated) Carbonate will vary in strength because it absorbs as much as 15% moisture from the air. You never know just how much water there is in the Anhydrous material when you use it.

The Mallinckrodt Chemical Works has always recommended the use of stable, Monohydrated Carbonate. We feel that the removal of one of the uncertain factors in photography is bound to give more uniform and reliable results. Uniform strength of the Carbonate means uniform speed of the developer.

Adjust your formulas to use Mallinckrodt Monohydrated Sodium Carbonate so as to be certain of the amount of alkali you are using. Also, remember that this Carbonate will flow freely from the container and give crystal-clear solutions. It is one of the "Physically and Chemically Perfected" photo chemicals.

To test the perfect harmony of Mallinckrodt Photo Chemicals we suggest that you order from us or your dealer this Trial Group Assortment—$2.00 postpaid to your studio—

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo
(All free-flowing—no caking.)

The Chemistry of Photography—a valuable manual on finishing problems, bound in durable, cloth cover - - - 50c postpaid

Mallinckrodt
CHEMICAL WORKS
Second and Mallinckrodt Sts. ST. LOUIS, MO.

New York - Chicago - Philadelphia - Toronto - Montreal

BACKGROUNDS



Design 1679

6 x 8	$14.40
8 x 8	$16.00
6 x 8 with 7-foot floor cloth	$20.70

6 x 8	$ 9.60
8 x 8	$12.00



Design 1728



A WOLLENSAK LENS FOR ALL-AROUND USE

Wollensak Velostigmat Series II f 4.5

HERE's an all-purpose lens that appeals to portrait artists, commercial men and press photographers alike.

Compactness for home portraiture. Flat field for group photos. Speed for action snaps. And so versatile that many use it regularly for copying and enlarging.

Try one of these all-around high speed lenses before you buy. Write today for free trial offer.

WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

Paraphenylene-Diamine

A Special Developer for Fine Grain

In view of the fact that is absolutely necessary to secure the finest possible grain on the negatives taken with the various miniature cameras now on the market, we are in a position to supply Paraphenylene-diamine, which produces the finest grain images of any developer known.

This developer may be used in two ways. Double the normal exposure may be given, and the developer used with sulphite of soda only, and no alkali. The very finest grain is obtained in this manner. Normal exposure may be given, and the developer using Tri-Basic Sodium Phosphate may be used, which gives a slightly coarser grain, but nevertheless of such fineness that 11x14 glossy enlargements from Leica negatives may be obtained, which, so far as we know, no other developer will do.

Two formulae are given below, one requiring double the normal exposure, and the other normal exposure.

For those subject to skin poisoning we would recommend wearing gloves when handling the solution.

For Normal Exposure

Paraphenylene-diamine	90 grains
Sodium Sulphite E.K.	450 grains
Borax	255 grains
Tri-basic Sodium Phosphate	210 grains
Water	16 ounces
Developing time	35 min. at 68° F.

For Twice Normal Exposure

Paraphenylene-diamine	90 grains
Sodium Sulphite E.K.	525 grains
Water	20 ounces
Developing time	30 min. at 68° F.

Paraphenylene-diamine is dissolved in hot water about 160 degrees-180 degrees F. and when thoroughly dissolved, the Sulphite is added. When the Sulphite is dissolved fully, the Borax and Tri-basic Sodium Phosphate may be added. The developer should only be made up at the time of use, as it does not keep well in solution.

Price ..... $1.00 per ounce

Ground Glass Substitute

(*Hance's*)

Hance's Ground Glass Substitute, when flowed over plain glass produces a surface in every way equal to the finest ground glass. The grain is extremely fine and the result is a perfect matt surface. This solution is used by the leading professional photographers and photo-engravers throughout the country.

Price, 4-ounce bottle $0.50

Victor Intensifier

Builds up under developed film, and negatives in which detail is visible but too faint to print properly.

#1 Powder, makes 4 ounces of solution	$0.25
#2 Powder, makes 8 ounces of solution	.45
#3 Powder, makes 16 ounces of solution	.85

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtaniable on

SAFETY BASE FILM

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
SAINT LOUIS



Made in the Following Popular Sizes

No. 2	5½ x 7½	*No. 8	10½ x 15
No. 3	6¾ x 8¼	No. 9	6¼ x 9¼
No. 4	7½ x 9½	*No. 10	7½ x 11⅞
*No. 5	8¾ x 10½	*No. 11	8½ x 11½
*No. 6	10¼ x 12⅜	*No. 12	13 x 17½
*No. 7	12¼ x 14½	No. 14	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

You can depend on the NEW WESTON EXPOSURE METER

Scientifically designed, the Weston *Universal* Exposure Meter gives positive, accurate results. Every shot is correctly exposed — no waste of film, time or money. It reduces settings of shutter timing and aperture to scientific accuracy.

No guesswork, the Weston *Universal* Exposure Meter measures the brightness reflected from the subject or scene; translates it into the correct combination of *f.* stop and shutter timing for any film or plate speed for both still and movie cameras.

No batteries. No adjustments. Always ready for use—independent of climate, weather or temperature. Not damaged by direct sunlight. These are a few of the features which the combined effort of the Engineers of the Weston Laboratories and leading film manufacturers have built into the new Weston *Universal* Exposure Meter.



$33.00

Complete with handsome leather case and shoulder strap—in the United States

New Film Dispensers

Kodak Filling Stations

The new filling station is offered in two types, one containing 54 rolls of Kodak Verichrome Film, the other—designated the "Eastern 50-50 Filling Station"—containing 26 rolls of Verichrome and 26 of regular Kodak Film.

The filling stations are surmounted by a disc in red, yellow, and black, suggestive of the gasoline brand signs on filling station pumps. With some similarity to the Eastman open display fixture, the filling stations display sample pictures in the sizes made by the films offered for sale. The cartons of film themselves are plainly visible and can easily be extracted from their slots by customers.

Two filling stations are offered by the Eastman Kodak Company through Hirsch & Kaye at no cost beyond the net prices for the film they contain when they are delivered.

Have You Ever Considered . . . .

The Extraordinary Importance of Mounters . . .

In Helping or Hindering the Sale of Prints?

Alert studio owners are featuring the T. L. Line—attractive styles designed to give style and richness to their portraits.

One of these styles is illustrated below.



THE RICHMOND

In the RICHMOND we offer a folder that will appeal to your most conservative customers. The whole effect . . . stocks . . . design and tints speak rich, quiet subduedness.

Granada rag stocks—all edges downy deckled. A soft two tone air-brush around opening is an appropriate and effective ornamentation for better grade portraits.

Made in all standard sizes from 3x4 to 11x14. One color only for all tones of prints.

Sample for 12 cents and we will include sample of the ORLEANS, the companion line for horizontal prints. Two good styles to feature when quiet, "no frill" mounts are required.

SAMPLE OFFER F-207

It is not necessary to put in large quantities, but do not go on using the same or almost the same mounts year after year. The taste of the public is always and forever changing.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

I was down at the Ferry building when a sweet young thing comes up to me and asks me when does the next boat leave for Alameda. So I answers—Wait 15 minutes. And she says—Will you be able to tell me then?

♣ ♣

Reminds me I've been getting some letters from people what want my revice, so I might as well answer some now.

♣ ♣

Dear Jerry—I'm afraid of catching a cold when I'm in the rain. What can I do? Answer—Eat a herring in the morning and you'll be dry all day.

♣ ♣

Dear Jerry—I've been going to a lot of banquets lately and my waist line is increasing. How can I reduce it. Answer—You might rub it with Putz Pomade friction reducer. If that don't help, try a Damaccus Etching set—three good knives in a case for only $2.25.

♣ ♣

Dear Jerry—Im thinking of starting a little cotton plantation. Can you give me some good advice? Answer—See no weeval, hear no weeval, speak no weeval.

♣ ♣

Dear Jerry—There's a lot of old negatives around the studio. Should I can them? Answer—Preserve them. We sell negative preservers, all sizes.

♣ ♣

Dear Jerry—My boy friends tell me I'm pretty, but my girl friends make fun of me because I'm bow legged. What can I do about it? Answer—Wear a smock and fool them. Price $2.75—any size—any color.

♣ ♣

Dear Jerry—Where can I find a list of funeral directors? Answer—Look in the classified ads in the phone book under FUN.

♣ ♣

Dear Jerry—Is it all right for me to take my girl for a buggy ride? Answer—Never make love in a carriage. Horses carry tails.

♣ ♣

Dear Jerry—How can I get my husband to divide his money with me? Answer—You can—say—Why did you marry the old skin flint?

♣ ♣

Dear Jerry—I've been working here for some time and I ought to have a raise. How should I go about it? Answer—Don't do it. The boss may give you the business.

♣ ♣

That's all. JERRY.



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South Rochester, N. Y.

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE COMPACT DURABLE EFFICIENT.

The best by test.

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by
HIRSCH & KAYE

Your Creditors: Do They Know You?

Many a retail merchant has been thrown into bankruptcy because of a fifty-dollar account held by some wholesaler two thousand miles away.

At the same time, regular creditors of this merchant were willing to play ball with him for much larger amounts, because they knew his record and had faith in his ability to pull through a period of temporary difficulty.

During present difficult times, you need to keep in close touch with your creditors. You will find that your regular sources of supply, firms who count your success a vital part of their own prosperity, will be willing to make allowances and adjustments which will help you to keep in business. On the other hand, wholesalers who are not acquainted with your reputation and history, and who have no particular stake in your territory, often show a disposition to get their money regardless of consequences.

Western manufacturers and wholesalers are dependent upon the Western retailer for their own future. They know that they must help the merchant through difficult times if he is to continue to buy goods from them. Western credit managers are trained to know the reputation of their accounts, and to maintain a constant check upon the business and agricultural conditions in the Western States. For that reason they are ready at all times to co-operate with Western merchants whose past history entitles them to credit consideration.

You will find that this matter of greater credit consideration is a potent reason for doing your buying in the Western States. Much of your future depends upon the sympathetic understanding of a wholesaler whose interests are identical with your own.

Now, more than ever—
HIRSCH & KAYE
Your logical source of supply.

When Hot Weather Arrives

The hot and humid weather will soon be upon us so it is well to recall to mind the difficulties we may encounter.

In developing films and plates, keep the temperature of the developer as near 65° F. as possible, either by using a water jacket around the tank, or, in tray development, by placing the developing tray in another tray of ice water.

Aside from keeping the developer at the proper temperature the chrome alum hardening bath, before fixing, is quite essential. Films or plates must be rinsed before they are fixed and it is little trouble to dissolve four ounces of potassium chrome alum in a gallon of water.

After a rinse in clean water place films or plates in this hardening rinse bath for two or three minutes. The potassium chrome alum is sufficiently acid to neutralize the alkali of the developer which remains in the films. This conditions them so they will not neutralize the acid in the fixing bath.

For fixing we recommend the F16 Chrome Alum Fixing Bath for warm weather. Fresh fixing baths should be used frequently.

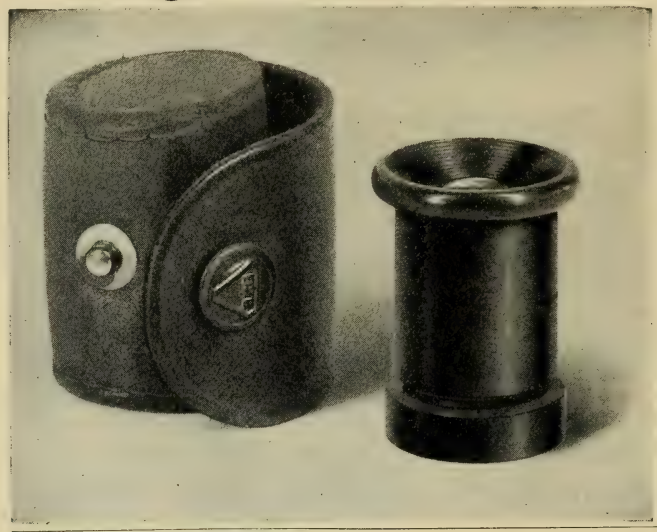
←❖→

To hold back or subdue dark shadows in printing, go over the thin parts of the negatives with a thin solution of transparent water coloring. Light blue or green may be used where only a light retarding action is wanted, and light yellow for extreme action.

Direct view finders are accurate only when used at the correct eye distance.

To prevent films from buckling during enlarging, heat them slightly before placing them in the film carriage. This absorbs surplus moisture from the film, and since buckling is caused by uneven expansion due to moisture, films will remain flat.

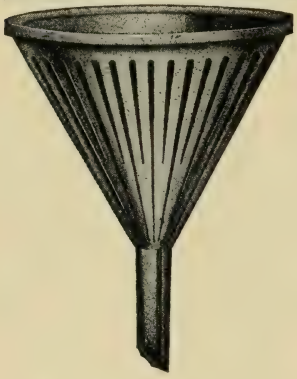
Carry a Combined Telescope and Magnifier in Your Vest Pocket



The Telefier

This combination glass is only 1⅛ inches high and less than 1 inch in largest diameter. Used as a telescope at 100 yards, it covers a field of 40 feet in diameter. Used as a magnifier, remove objective from eye piece tube. It then becomes a 6x microscope.

Price, complete with case, $3.75



Glass Funnels

Substantial funnels furnished in first quality ribbed glass.

PRICES	
¼ Pint	$0.25
½ Pint	.30
1 Pint	.40
1 Quart	.65
2 Quarts	1.00
1 Gallon	1.45

Agateware Funnels

1 Pint	$0.50
1 Quart	.60
2 Quarts	.75
1 Gallon	1.00

Enameled Steel Graduates

High quality white enamel is applied in three coats to the Graduate. Carefully formed from best sheet steel with electrically welded steel handle and large pouring lip. Accurately graduated in ounces and cubic centimeters.



No. 150—16-Ounce Graduates	$1.25
No. 170—32-Ounce Graduates	1.70

Visible Graduate



A strong and accurately moulded graduate; the graduations are opaque and thus can readily be seen under the dark room light—a distinct advantage. Has pedestal base.

2 oz.	4 oz.	8 oz.	16 oz.	32 oz.
$0.30	$0.40	$0.50	$0.80	$1.00

Bargains for the Photographer

CIRCUIT FILM

Surplus stock—fresh dating—6½ x 3 foot—regular emulsion.

Bargain Price, per roll **$0.65**

TWIN ARC, operating on 20 and 35-40 amperes, either A.C. or D.C., without change. Fitted with every known device for control of light. Odetta is the highest development of studio lighting. See Page 48, Hirsch & Kaye catalog.

This is a demonstrator, offered for only **$180.00,** or $15.90 a month for twelve months.

NORMA LAMP

This is a smaller model, but otherwise similar to Odetta, operating on 14-17-21 amperes. Also a demonstrator.

Bargain Price—$140.00, or $12.40 a month for twelve months.

HAWKEYE CAMERAS

These are new cameras, and are excellent for resale at popular prices, and to be rented or loaned.

No. 2, Model C, 2¼x3¼

Single finder, uses 120 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each ..... **79 cents**

HAWKEYE CAMERAS

No. 2A, Model B, 2½x4¼

Two finders, uses 116 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each **$1.23**

SERIES B COLOR FILTERS

Equal in color value to W & W K 2 Filters

2¾ inch round in cap mount	**$3.75**
3¼ inch round in cap mount	**4.25**
4 inch round in cap mount	**4.75**
4½ inch round in cap mount	**4.90**
2¼ inch round in cap mount	**3.25**
2 inch round in cap mount	**3.00**
$1\frac{7}{16}$ inch round in cap mount	**1.25**
1⅜ inch round in cap mount	**1.25**
1⅛ inch round in cap mount	**1.10**
$1\frac{5}{16}$ inch round in cap mount	**1.25**

SERIES C COLOR FILTERS

Equal in color value to W & W G Filters

⅞ inch round in cap mount	**$1.10**
1⅛ inch round in cap mount	**1.10**
$1\frac{7}{16}$ inch round in cap mount	**1.25**
4½ inch round in cap mount	**4.90**

SPECIAL TOP FOR TRIPOD

These tops measure 7½x24 and are intended to give studio stand effect to ordinary commercial tripods. Excellent for small copy cameras, lantern slide projectors, etc. Used on regular tripod top, attached by tripod head screw.

Bargain Price **$1.50**

Bargains for the Photographer

NEWCO FLASH POWDER

Your choice of the following grades: Universal, Extra Fast, Slow, and Flash Bag.

2-oz. bottles ..... **$0.75** each net
Lots of 6 ..... **$0.62** each net

RODA TIMER

Attach to wires that supply light to your printer. Set for any desired interval from 1 to 60 seconds. Turn handle and you have uniformly timed prints.

Bargain Price **$4.50**

RUBY GLOBES FOR FLASHLIGHTS

Will fit average pocket or hand model flashlight, so it can be converted into an emergency ruby lamp. A handy thing to have.

Price ..... **20 cents**

OUTDOOR ENAMELED METAL SIGN with supporting bracket.
Bargain Price, each **$0.50**

A limited supply of **CIRCUIT FILM,** regular emulsion in size 6½"x3 ft.
Bargain Price ..... **65 cents** a roll.
This is fresh film.

BEATTIE NORMA ARC LAMP. This lamp requires no special wiring, yet gives a powerful but completely controlled flood of light. A real bargain far **$75.00**

Used **PRINT FRAMES** with glass.

5 x 7	**$0.75**
5 x 8	**0.75**
6½x 8½	**1.25**
10 x12	**1.95**
11 x14	**2.25**
16 x20	**4.25**
18 x22	**4.85**

PACKO ROCKER SYSTEM



This is a dry-hand method of handling prints — speedier, more economical and a protector of quality.

500 to 600 prints hourly is an easy average to maintain. Operates with about 25 per cent of operator's time. Requires no skill. Carries your prints through short stop, hypo, wash and drain without wasting time or effort—without wetting a finger.

This is a demonstrator, condition like new.

Pako Rocker System

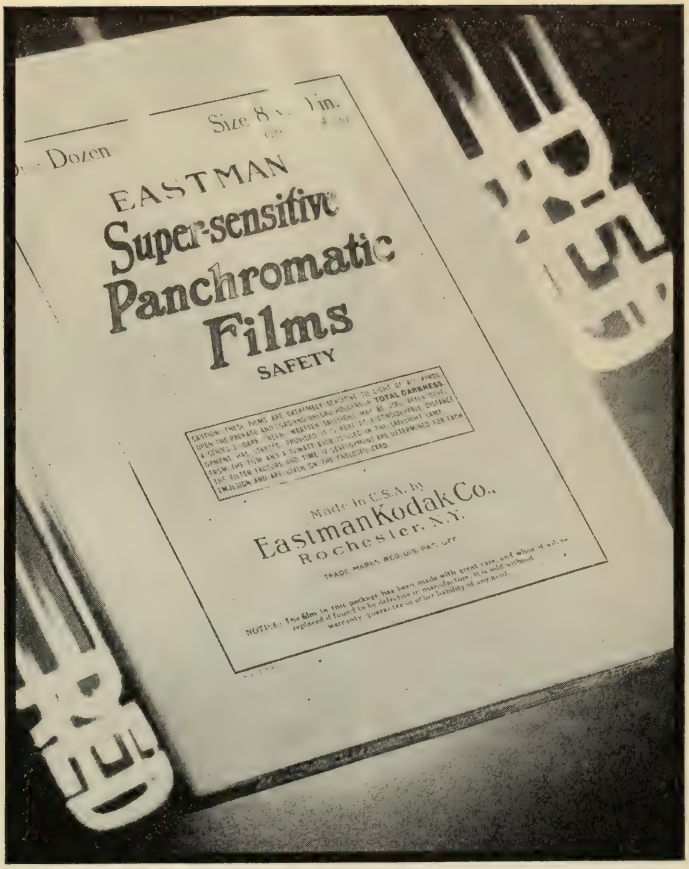
Complete, including 1 Hypo Tray, 1 Short Stop Tray, 1 Wash Tray (Pat. outlet), 1 Time Indicator, 1 Drain Stand, 4 Print Carriers, and 1 Motor equipped Rocker and Base **$160.00**

PAKO JUNIOR PRINTER in excellent mechanical condition. A bargain for **$32.50.**

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**
(Can be purchased on terms.)



BALANCED SENSITIVITY

MODERN portrait making materials must have color balance. Without sensitivity to red, as well as other warm colors, they cannot reproduce flesh tones in their true values.

Eastman Super-sensitive and Portrait Panchromatic Films have extreme speed, fine gradation quality, and a complete range of balanced color sensitivity. Filters are not required for correct reproduction.

EASTMAN KODAK COMPANY Rochester, N. Y.



More than a FINE ENLARGING PAPER

STOCK your shelves with Vitava Opal and you can make enlargements which duplicate the tone and quality and surface texture of the finest contact prints. But you can do more.

Many photographers are now making all of their prints, both contact and enlarged, on Vitava Opal. That's a wonderful advantage—prints of any size, identical in quality. Try Vitava Opal and be convinced. Your dealer can supply you.

EASTMAN KODAK COMPANY Rochester, N. Y.

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. IX MAY, 1933 No. 5



The Business Week

"NOW, FOR $1 MORE . . ."—*Guests at the Hotel Roosevelt, Pittsburgh, are shown framed photographs of the types of rooms available.*

Published by

HIRSCH & KAYE

239 Grant Avenue
San Francisco

CALIFORNIA ACADEMY OF SCIENCES LIBRARY
WITHDRAWN
CALIFORNIA ACADEMY OF SCIENCES • LIBRARY

DEFENDER PORTRAIT FILM

A modern portrait film for the modern portrait studio.

To speed, abundant for every need—the orthochromatic type of sensitivity that is at its best with modern studio lighting . . . DEFENDER PORTRAIT FILM adds exceptional negative quality.

This last, in brilliancy of scale freedom from halation; unusual clarity of base and coating; fineness of grain; features which have their strongest appeal where quality dominates.

DEFENDER FILM

Portrait
Portrait HGS
Panchromatic
Commercial Ortho
X-F Panchromatic
Special
Commercial

DEFENDER Portrait Film is obtainable in either Nitrate or Safety Base.

Defender Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. IX MAY, 1933 No. 5



INTRODUCING—
WILLIAM E. DETRICK

It isn't everyone who can claim a king among his ancestors. William Edward Detrick was born on a farm in Pennsylvania and is quite modest when he talks of his ancestors. After all, it is what a man is and does that counts. His early environment was that of a typical farm which meant long hours and no small amount of real work. It was only natural that as a boy he should look about for some profession which would give him lighter work, shorter hours and an opportunity for self-expression. Photography seemed to give him what he wanted.

His first contact with photography was at the Illinois College of Photography in Effingham, Illinois, where he went to study. After he left the college, he rented a studio in Holstein, Iowa, where he remained for eight and a half years. He came West and successfully owned studios at Long Beach, Oxnard and then in Bishop. He remained in Bishop for fourteen years before he opened at his present location in Ukiah.

He tells us that if he were to choose another occupation, he would like to be a guide for Cook's Tours. This indicates that he likes to travel, and see strange places. He is a member of the Grange and is proud of his four children, two of whom are in college. Recently one of his sons, Dr. Lawrence Detrick of Los Angeles, graduated from University of California with a high mark in the degree of Doctor of Philosophy. The Detrick family occupies one of the finest homes in Ukiah, and when not engaged at the studio, Mr. Detrick may be found on a hike through the hills or enjoying his fireside and his family. Photographers traveling through the Mendocino Valley are invited to become acquainted with the Detrick family.

Don't Let It Worry You

If your efforts are criticized, you must have done something worth-while —and you may learn something valuable.

If your business rival plays more golf than you do, you have more time to attend to his customers than he has.

If your neighbor drives a better car than you do, that doesn't make your old boat any worse.

If some one calls you a fool, go into the silence and meditate. He may be right.

If your competitor gets business by unscrupulous methods he can't hold it that way.

If the world laughs at you, laugh right back at it. It's just as funny as you are.—Los Angeles Y-Men.



THE ALUM IS IN BUT YOU NEVER SEE IT

A SOLUTION as clear as the water—*crystal clear.* Why? Because Mallinckrodt Photo Alum is "Physically and Chemically Perfected." It flows freely from the container and dissolves quickly without a trace of sediment or suspended matter. Not a speck to mar the finished plate, film, or print.

Test the perfect harmony of Mallinckrodt Photo Chemicals by ordering this Group Assortment from your dealer or from us for $2.00 (postpaid).

¼ lb. Acid Pyro Crystals
¼ lb. Hydroquinone
1 oz. Pictol
1 lb. Alum Potassium Photo
1 oz. Potassium Bromide
1 lb. Sodium Carbonate Photo
1 lb. Sodium Sulphite Photo

Do you have finishing troubles? The solution of your problem is likely to be found in "The Chemistry of Photography" (clothbound) - 50c postpaid.

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Scotch Pictures

This title was suggested when a customer showed us his 3A roll film camera which he had converted to produce two pictures on a No. 122 film. He is able to obtain twelve individual pictures on a 6-exposure roll of this size.

He removed the back of the camera and inserted two frames of very thin metal which when installed had the effect of two kits with opening between them 3¼x2-9/16. The result is a picture size 3¼ by approximately 2½, yet when he desires to use the camera in postcard size, he merely removes the two metal frames. Another change that was necessary was to cut the back of camera and install an additional red window. If anyone is interested in this change we will gladly submit a sketch to show just how the frames were made and used. It occurs to us that there are a number of postcard size cameras in possession of people who do not care to use them, but would use them if the cost of operation could be reduced. Here is another idea that will help to increase your sale of film and finishing service.

Plates Should Be Washed

When new Ferrotype Plates of the japanned type are used for the first time, it is suggested that they be thoroughly washed with warm water and Castile or equal soap. When the black enamel is baked on to the metal, this is done in ovens of considerable temperature. A smoke or vapor is produced during the baking process, and this is inclined to adhere to the plates. It produces a film which is likely to interfere with the proper service the plates should give you, and we remind you that in photography as in all other matters, cleanliness is next to godliness.

←❖→

Here is a practical idea for Hypo, the discovery of which was attributed to Hollywood. Put a couple of handsful of Hypo in a bucket of water, place your gingerale in the bucket, and it will be nice and cool when you want it.

←❖→

Do You Know That

More than one-fourth of all the 23,930 high schools in the United States are located in five states—Texas, Ohio, Pennsylvania, Missouri and Illinois.

The largest high school in America is the DeWitt Clinton high school for boys in New York City, with an enrollment of over 10,000.



S259

CAN YOU USE THESE?

Here are two of several cuts, to which you are welcome. They are suitable for glazed or dull (news) paper.

You are welcome to them.
Please specify number.



S260

Higgins' Vegetable Glue



This is a semi-fluid adhesive of great strength and body; it adheres quickly and dries rapidly. It will be found of especial value in the photographers workroom and for general use. It is unequaled for sticking paper or cloth to paper, wood, leather, glass or metal. Warranted to keep in perfect condition for an indefinite time and never to smell offensively.

Put up in self-sealing cans.

PRICE

½	-lb. can	$0.25
1	-pint can	.45
1	-quart can	.65
5	-lb. can	1.50
10	-lb. can	2.25

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Made in the Following Popular Sizes

No. 2.....	5½ x 7½	•No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	•No. 10.....	7½ x 11⅝
•No. 5.....	8¾ x 10½	•No. 11.....	8½ x 11½
•No. 6.....	10¼ x 12⅜	•No. 12.....	13 x 17½
•No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

•Packed in cartons containing fifty.

The New
INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

Personality and the Photographer

There are photographers who can make excellent, not to say wonderful, photographs, rendering good service and giving perfect value received, but still failing to make a good impression or to inspire a friendly attitude toward themselves. They give no real grounds for complaint, but neither do they arouse favorable enthusiasm. This, I think, is because there is something about their personality that registers adversely. People do not like them well enough to want to know them better, to want to recommend them, save on a basis of technical efficiency.

You know how it is with some of the merchants with whom you do business. You not only like their merchandise and their prices, but you like them and you go out of your way to send them business.

It is natural for a photographer to think of his personality as something he cannot change any more than the leopard can change his spots. He looks upon it as due to inherent qualities and characteristics. He says: "I was born this kind of person and I've always been like this and it's too late for me to change. You can't teach an old dog new tricks."

I don't believe that is true. I believe a man, by changing his habits and developing new characteristics, can change his personality. I believe you can teach an old dog new tricks if he will try to learn them. I know you cannot teach a young dog new tricks if he will not try to learn them.

It certainly is worth while for a man to give some heed to the development of such a personality as will make friends, for there is scarcely any business in which personality, if good, can do more for its success than in photography, and scarcely any business in which personality, if bad, can do more to hinder its success.

People like the photographer to present a good appearance as to apparel. He may affect the garb of the artist, even to the flowing tie, but he must avoid untidiness. They like him to be neat.

They like him to have a courteous manner, not abrupt. They like him to be accommodating, willing to put himself out. They like him to have an agreeable voice, and that is a thing that can be cultivated. They like him to smile pleasantly and often.

I once wrote for Forbes' Magazine an article on the "Value of a Smile". "For the man in business, seeking customers," I said, "a good smile is worth more than a cash capital of $10,000 . . . The merchant with a smile and the willingness to use it, can count on drawing people to his store and making them want to come again, because they take to him and like to do business with him."

Certain critics averred I must have a Pollyanna complex; but the head of a prominent firm of unsentimental brokers addressed me in complimentary terms, declaring, "A smile, by ———, Frank, is the greatest thing in the world."

There can, of course, be too much smile and some people will be irritated by it. There is a retail salesman of my acquaintance who is so doggoned smiling that it makes me sick to look at him.

I actually stay away from the store where he is employed when I know he is on duty. That merely proves, however, that a good thing can be overdone or wrongly done, just as one may eat too many apples a day and have to call in the doctor instead of keeping him away, or one may play the fool

(Continued on page 9)



•

There are few demands made upon a bromide enlarging paper which are not readily met by the exceptional emulsion characteristics of world-famous Gevaert NOVABROM, and by the thirty-five surface, weight and contrast varieties available. It will repay you to become familiar with those varieties which you do not already know—have you tried the handsome Platino Gravures?

•

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•

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All Gevaert Products may be obtained through Hirsch & Kaye

Personality

(Continued from page 7)

by declaring business has met with no set-back.

I think we can learn something of what makes a good personality if we will study those people with whom we come in contact who please us by their appearance and manner. It is not easy to lay down a hard and fast set of rules for bettering personality, but any photographer, by taking thought, can add a few cubits to his personality stature and value.

FRANK FARRINGTON,
The Camera—April issue.



New Hammer Films

After forty-two years of manufacturing photographic plates, on glass, the Hammer Dry Plate Company of St. Louis, Mo., announce that they are now offering Hammer Brand safety base film, of the same dependable quality that has made their plates so well liked for nearly half a century.

The new films are available as follows: extra fast; medium commercial, slow, extreme contrast; super-sensitive ortho, medium commercial ortho, process and offset. They are, of course, available at Hirsch & Kaye.



In a statement issued by Californians, Inc., we learn that in 1932, tourists spent one and one-quarter million dollars in northern California for camera supplies. The sum of almost one and one-half million dollars was spent for souvenirs. The money spent for camera supplies is estimated to be 2½% of the total amount spent in northern California by tourists. Incidentally, the total sum spent in 1932, forty-eight and one-half million dollars is a decline of 29% from 1931.

How to Avoid Blisters on Roll Film

During warm weather many photo finishers have more or less difficulty with blisters on roll film. In many cases only a few films in a batch will be affected, generally because these few were not thoroughly rinsed.

Undoubtedly the most frequent cause of blisters is failing to thoroughly rinse films after developing and before fixing, also neglecting to agitate them occasionally while in the solutions. This is especially true if an exhausted developer is used which develops slowly, particularly when the temperature is over 70°. Under these conditions the gelatin swells a great deal and absorbs considerable developer, which is difficult to remove except by very thorough rinsing.

When films are not thoroughly rinsed and immersed in the fixing bath, gas forms in the gelatin coating, according to the amount of developer present. This gas forms very rapidly in a fresh fixing bath, or in one that contains an excess of Acetic Acid, or where the temperature is over 70°. The resulting pressure causes small blisters, which may not show until the films are in the wash waters, particularly if there is a sudden change of temperature, as from a warm fixing bath to cold wash waters or the reverse.

Therefore to avoid blisters on film, thorough rinse after developing and before fixing, and agitate in all solutions.



Nations should realize that the world has always possessed raw materials and labor; but has been prosperous only when the people have been actuated by a religious faith to use these resources for advancement and service. This is the law of life and now is the time when it should be taught in churches, schools and colleges.—Roger W. Babson.



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

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Dassonville Charcoal Black

UNUSUAL PROJECTION PAPERS

Designed for those who wish their prints to command attention and produce new business.

The new Grade E has the medium weight and true sketching surface of the popular Grade B, but is of delicate ivory tone. A most distinctive paper for both portrait and landscape work.

5x7, Doz., $0.65 8x10, Doz., $1.50 11x14, Doz., $2.95

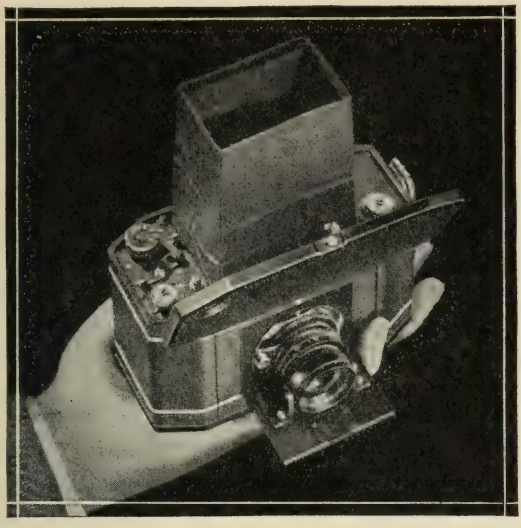
Test strips in all packages of paper.

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NOW HERE...

the new NATIONAL GRAFLEX

You'll want this compact outfit because it



"Just a Handful"

- Is of Graflex quality.
- Is light, compact, simple and quick in operation.
- Measures only $5\frac{3}{8}$x$3\frac{9}{16}$x$2\frac{9}{16}$ inches.
- Has series IC Tessar F:3.5 lens equipment.
- Has Focal plane shutter. Guesswork eliminated through—
- Full vision, ground glass focusing.
- Clear, full size view.
- Exclusive Graflex exposure guide.

ECONOMICAL IN OPERATION

Ten pictures $2\frac{1}{4}$x$2\frac{1}{2}$ inches made on a roll of inexpensive number 120 film. New film winding ease with visible film measuring meter and automatic stop.

Priced at a new level for Graflex Cameras

Only, $67.50

(TERMS, IF DESIRED)

Self Contained Light in Weight Easy to Carry

May be suspended by strap from hand. No case needed.

Write for detailed description of National Graflex camera and anything else in which you may be interested.

HIRSCH & KAYE

Your logical source of supply



FOR SHARP DEFINITION IN WIDE ANGLE WORK

Wollensak Series III A f. 12. 5

Note the accurate perspective, the wealth of detail, the color rendering and the depth of focus in the Harris & Ewing photo above. This is an excellent example of the results you may obtain with the Wollensak Series III A.

Good definition at full aperture. Angle of view 90°. Remarkable freedom from distortion. Surprisingly low price. Write today for our try-before-you-buy offer.

Wollensak Optical Co.

ROCHESTER, NEW YORK

Credit Is a Wonderful Thing!

It buys all things material. It buys gold, therefore is worth more than gold.

Credit Is Democratic.

Anyone can get it—the laborer in the ditch or the wealthiest man.

It knows no class, as judged by money. It belongs to him who has Honor. It comes unbeckoned to him Who Pays His Bills.

It says "Show me," and if in the "show down" of past performances you can "show"—can point to Obligations Filled and Honor Kept—credit is yours; but only so long as you continue to fill obligations and keep company with honor.

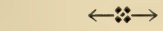
Credit Is Fickle.

Let overdue obligations accumulate—broken promises pile up and credit waves adieu.

Again, tackle accumulated obligations and broken promises—Pay Up—make an effort to square yourself, Court Honor—And You Court Credit. Win Honor and you Win Credit.

The effort is worth the while.

—*Toledo Credit Men.*



Paraphenylene—Diamine

In the last issue of The Focus, we announced this special developer for fine-grain results. That there is a demand for a real fine grain developer is evident from the number of inquiries received.

We are glad to announce that the former price of $1.00 per ounce has been reduced to 60 cents per ounce. If you develop film exposed in miniature cameras, or desire fine grain negatives for enlarging, we suggest you now place your order for this material and enjoy the results.

Hirsch & Kaye have it.

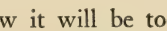
For the Student

Two new items well calculated to win quick volume under present conditions are the 100-power microscope announced to retail for $5.00, and a new slide set for making microscopic slides to retail at $3.50.

The high standard of optical excellence associated with Wollensak products is maintained in this new microscope, despite its low price. Mechanical details are surprisingly well carried out for an item of this price. The microscope stands 7¼″ high when extended, 6⅝″ collapsed. The stage is 1⅞″ x 1⅜″, with two individual spring clips. The one-piece molded stand is crinkle lacquered, other parts chromium plated. Rack-and-pinion focus and removable plane mirror are helpful selling features. The microscope comes boxed, with 2 plain glass slides, at $5.00.

The slides set contains complete equipment for slide making—alcohol, xylol, Canada Balsam, preserving jar, specimen box, cover glasses, 10 mounted specimens, 10 plain slides, dropper, 2 dissecting needles. These come in a case at $3.50.

Both items are for sale by Hirsch & Kaye.



In a little while now it will be too hot to cook and then people will remember owing visits to distant relatives.

Increased Shipping Facilities

It is now possible to quote attractive rates on shipments to Los Angeles, San Diego, Portland, Seattle, Tacoma and Spokane. "Focus" readers in any of the cities mentioned who are interested in this information are invited to write to us for a detailed schedule of rates. The rates are attractive and the service which includes delivery to your place of business is prompt.







Our Salespeople Tell Us

Caroline Samuel, ten-year-old daughter of Ford Samuel, Oakland photographer, died April 18 after an illness of three weeks. Our sympathy goes to the bereaved family.

♣ ♣

The East Bay Commercial Photographers held a delightful get-together on Sunday, April 30 at Oak Circle, the estate of **Charles Esty,** Oakland photographer. The affair was held at Lafayette in the Contra Costa hills and everyone enjoyed the outing, with the incidental game of horseshoes, a delightful lunch and the many things that make an outing a success.

♣ ♣

C. L. Duhem was probably the oldest living active photographer when he died April 26. He was 93 years of age, a veteran of the Civil War, Indian Wars and the Rebellion against Maximilian in Mexico.

During the Indian Wars he made many official photographs of historic events, and throughout his many years had a series of adventures. He was born in France in 1840 of a prominent family and arrived in San Francisco in 1852. He was not only a photographer, but an inventor and included among his inventions a 3-dimension motion picture camera, the patents on which had been infringed. At the time of his death he was preparing to take legal action to protect his invention.

George Nelson, of the Shaw Laboratory, announces with pardonable pride the arrival of Paulette Nelson late in April. George is back on the job again, and mother and baby doing fine.

♣ ♣

J. W. Cook, of Woodland, recently went through a serious operation for gall bladder. The studio was closed during his illness, and we are glad to report that he is now much better.

♣ ♣

Raymond Moulin, San Francisco photographer, was recently engaged in the interesting task of compiling pictures of the Redwood Highway Empire. He was the guest of the Fortuna Business Men's Association, who co-operated with him to see that the beautiful scenery of the district was duly recorded.

♣ ♣

An Eastern magazine has repeatedly published warnings against a certain person who is known to have swindled certain photographers. It was known that this person was headed toward San Francisco, and he actually obtained a position in a local studio.

Our Mr. Wolff noticed the new employee and identified him as the person about whom the warning had been published. The studio owner was promptly notified and avoided what certainly would have been an expensive experience. Just another form of Hirsch & Kaye service.

Portraits of Middle Aged Women

Of all people who come to you to have portraits made, propably the most self conscious is the middle aged woman—the woman in her forties or fifties, who realizes that her youth is fading and that the touch of time is beginning to show in her face. Probably only the most straightforward person would mention it to you, but the desire of all these women is that their portrait make them look younger than they really are.

One difficulty in photographing women of this age is that they are seldom vivacious or sparkling and for this reason it is difficult to catch a youthful expression upon their faces.

One of the first things you must do is to restore self confidence in women who have lost their youth and an easy way to do it is by flattery. Most of these women have had few compliments upon their looks in recent years and a litle subtle flattery will have a magic effect upon their faces. You don't need to tell them they are beautiful if they are not—but just make some sort of indirectly flattering remark, such as suggesting to a customer that she turn her face a certain way so you can catch the interesing character lines in her face—or tell her that you think women past thirty are far more interesting to photograph, because of the character in their faces as contrasted with the blank expression of youth. You will be amazed to see how a woman responds to these remarks, how she "perks" up and gets a much more alert, self confident air about her.

You don't always have to be so indirect, especially when the middle aged women who come to you are really good looking as many of them indeed are. If they have lovely gray hair remark upon it—if their features are good tell them so, but don't tell the woman who is homely and knows she is homely that she is beautiful. You've got to exercise tact in dealing with women and their looks, regardless of age and when they are really getting old, it requires more tact than ever. But if you handle a few of them tactfully they will be so pleased that they will soon have their friends coming to you for portraits—"Mr. So-and-So is so nice—he takes such pains to make a good picture—go to him to have one made—you'll like it"—these words are worth pages of advertising and they can so easily be said about you, if you do take a few pains to make good portraits.

(Lieber Photo News)

For Retouching Dope

A two ounce medicine bottle and an eye dropper make an excellent container for retouching dope. You can put as much dope on the negative as you wish and you don't have an old sticky bottle to handle. Try it.

For cleaning enameled developing trays use ¼ lb. Potassium Bichromate in 40 ounces of water and add 4 ounces of Sulphuric Acid.

This mixture will remove developer and other stains from enameled trays and can be used over again.

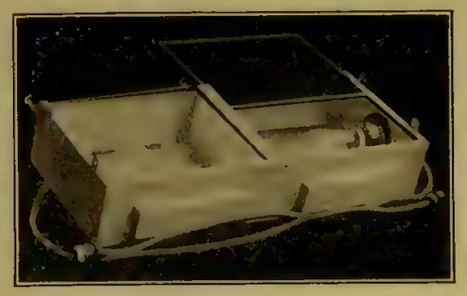
Don't throw out a ferrotyped print that has an abrasion mark on it. Dip a tuft of cotton in alcohol, rub over a cake of Bon Ami and rub over the print. If it is not a bad mark it will disappear. An old method but very reliable.

Man is the merriest species of the creation; all above or below him are serious.

—*Addison.*

Indirect Light Boxes

The light is thrown against the ceiling and distributed evenly over the workroom. These light boxes are intended to be suspended from the ceiling as shown in illustration.



Two styles are available:

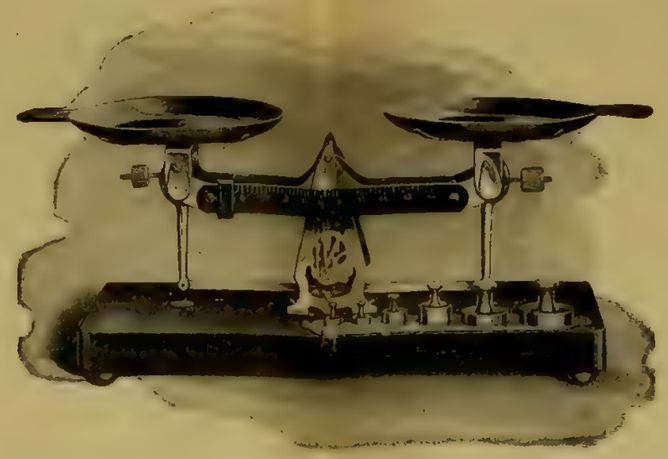
The *double box,* uses two 10x12 safelights or one white light and one safelight.

The *single box* uses one 10x12 safelight or white light. Cords and plugs are included but not safelights, electric bulbs or chains.

Single Indirect Light Boxes	$ 9.00
Double Indirect Light Boxes	18.00
Wratten Safelights, 10x12, each	1.75

You will want an indirect safelight for Super Sensitive Panchromatic Roll Film.

Eastman Studio Scales



A two-pan scale of the accuracy required for handling photographic chemicals. Furnished with weights and markings either for the Avoirdupois or Metric System of weights.

A graduated beam with sliding weight provides for minor weights, from 1 to 50 grains avoirdupois scale and 1 to 50 decigrams metric scale.

Additional metal weights to be placed in the pan are as follows: Avoirdupois 2 of 50 grains, 1 each of ¼, ½ and 1 ounce and 1 to 2 ounces; Metric 2 of 5, and 1 each of 10, 15, 30 and 60 grams.

In ordering please specify whether the avoirdupois or the metric system scale is wanted.

Eastman Studio Scales—Avoirdupois or Metric	$4.50
Extra set of Weights—Avoirdupois or Metric	.70

Sterling Photo Finishing Outfits

Sterling Outfits finished in acid-proof enamel consists of one Water Jacket, one Developing Tank and one Fixing Tank with center compartment for washing and rinsing. Jacket is fitted with nipples for intake and overflow pipes. Circulating water on all sides of tanks assures temperature regulation. Water Jacket, Covers and outside of all tanks finished in durable Blue Enamel.



PRICE ON TEN GALLON SIZES

Blue tanks, 5x12x42", each	$12.00
White tanks, 5x12x42", each	15.00
Lids for above tanks, each	1.75
Water-Jackets for tanks, each	36.00
Lids for Water-Jackets, each	3.90
Film Clips, per pair	.49
Extra Wires	.15

NEW SIZE FOR NEW 8-EXPOSURE NO. 116 FILMS

Blue tanks, 8x12x47", each	$17.50
White tanks, 8x12x47", each	19.00
Lids for above tanks, each	2.10
Water-Jackets for tanks, each	46.50
Lids for Water-Jackets, each	4.50

Tanks, 19 gallon capacity.

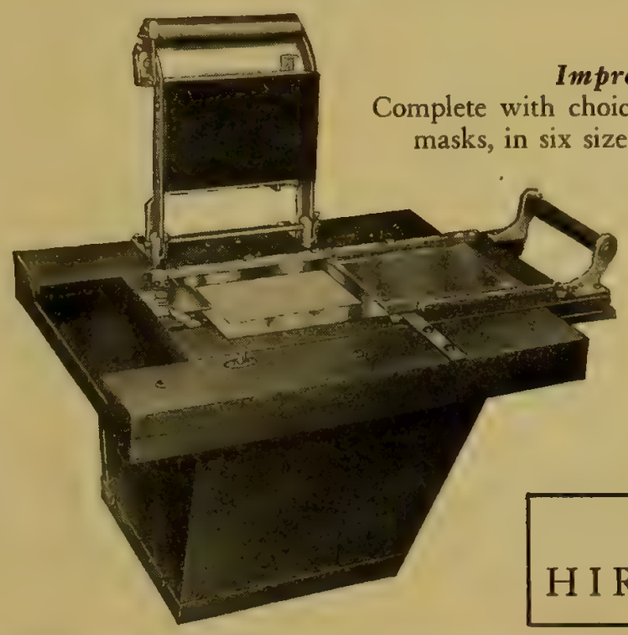
10 gallon tank will hold twenty to twenty-four rolls of films. Two or three loadings can be developed per hour, or 450 to 500 rolls per day.

PRICES ON SEVENTEEN GALLON SIZE

Blue tanks, 8x12x42", each	$16.50
White tanks, 8x12x42", each	18.00
Lids for above tanks, each	2.10
Water-Jackets for above tanks, each	45.00
Lids for Water-Jackets, each	4.50
No. 1 Hangers, each	.25

The 17 gallon tank will hold 30 to 45 rolls and with two or three loadings per hour you have a daily capacity of from 750 to 1000 films.

MIDGET Border Printer



Improved Model

Complete with choice of one of three styles of masks, in six sizes and numbering device

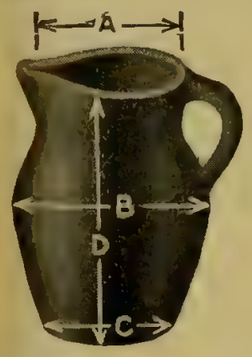
$75.00

Terms if desired

In stock at

HIRSCH & KAYE

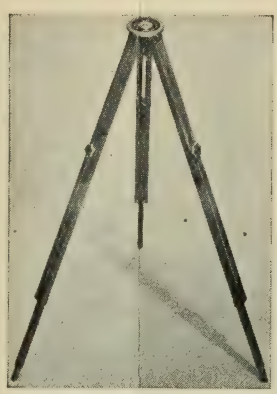
Stoneware Acid Pitchers



These Acid Pitchers are made of guaranteed acid-proof chemical stoneware, are strong and rugged—with long pouring lips and well fitted handles.

Size	*Weight (Lbs.)*	*Price*
2 Qts.	3½	$1.20
1 Gal.	7	1.40
2 Gal.	8	2.10

The SHARMAN TRIPOD



The legs are each equipped with a single die-cast aluminum knob, which is located at the top of the movable section of the leg. This feature makes it unnecessary to stoop over when adjusting the tripod; moreover, only one hand is necessary for the operation, which leaves the other hand free to hold the head of the tripod.

Another desirable feature is a small screw, located at the top of each leg, which, by pressing against the head prevents the tripod from spreading past a certain point. This prevents the tripod from being upset, and avoids the use of chains or cords attached to the legs. The tips of the legs are of a special canvas-rubber construction, similar to the tread of a tire. These hold well on surfaces of almost any kind. You cannot lose the head screw which is unusually long.

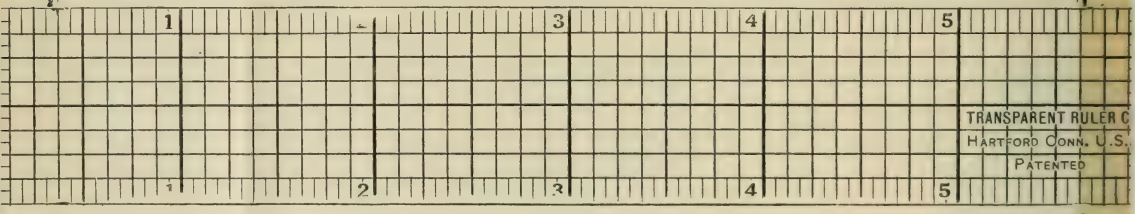
Weight, just 3 pounds.

Length, closed, less than 32 inches. Length, extended, more than 55½ inches.
It is designed to fit any make of pan and tilt head, or any still camera.

The tripod is modestly priced for **$8.50.**

Order one today from HIRSCH & KAYE

The Transparent Ruler



The TRANSPARENT RULER so simplifies your work that you will never again want to use the old style wooden ruler.

The Transparent Ruler
Will Last a Lifetime
Because:

The Lines On It Cannot Be Erased, Rubbed Off, or Worn Off.

PRICES

1 in. x 6 in. 35c. Metric and Tenths
1 in. x 6 in. 25c.
1 in. x 12 in. 50c.
2 in. x 12 in. 75c.
2 in. x 18 in. $1.50. Linear, Pica and Tenths

HIRSCH & KAYE
have them.

To Clean Chromium Squeegee Units

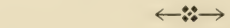
The use of Bon Ami for cleaning stains, etc., from chromium plated glossy print dryer drums has been found practical in emergencies, but should not be followed on nickel plated drums or unplated Monel metal drums. There is always the possibility that you may rub tiny scratches into the highly polished surface of the drum. Too many treatments will ultimately ruin the finest lustre on any chromium surface.

We read: "The best method of cleaning is to work on a small part at a time, using a short back-and-forth stroke rather than a circular movement. Use a soft, damp cloth, folded into a pad two or three inches square. Sprinkle a little Bon Ami powder on this damp pad and start cleaning a small patch, pressing down very lightly. Wherever the chromium is dirty, a slight drag can be felt resisting the movement of the scouring pad. After a few passes over the same spot, the pad will slide freely—as if the spot were greased. Then wipe the surplus dry powder off the cleaned spot with a soft Turkish towel and it is then ready for drying prints with a good gloss.

"The foreign substance which sometimes accumulates on glossy drums and squeegee plates, causing prints to adhere permanently thereto, is in most cases caused by drying prints which have been treated in an exhausted fixing bath. Such prints can never be washed clean, and as they dry, they leave behind a faint brownish substance on the polished surface. Because of the danger from scouring a polished surface, it is better to remove the *cause* of the stains by making sure the hypo baths are fresh and strong at all times."

New Business

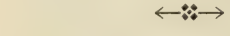
Through the courtesy of "The Business Week," we are able to offer photographers a valuable suggestion as to how new business can be stimulated among hotels. The front page illustrates how hotels can use pictures of their accommodations to illustrate the difference in price asked for these accommodations. Here, if ever, a picture is worth ten thousand words. There must be a number of hotels in your vicinity who would appreciate having this brought to their attention.



Another Use For Holliston Cloth

Holliston Cloth mentioned on another page of this issue has many uses. The latest use brought to our attention is as a backing for framed pictures. We are told that a piece of Holliston Cloth cut the overall size of the frame insures a tight covering that will protect the interior from dust and injury.

Just another reason why you should now place your order for a package or roll of Holliston Cloth.



Minicams

Photography has contributed another word to our vocabulary. The great interest displayed by miniature camera owners has prompted someone to designate this group of people with a new name. The name also applies to a group of cameras. Minicams is the new name, and may the tribe increase and prosper.

To remove fog from the white margin of a print, rub the area gently with tincture of iodine, then place in an ordinary hypo bath. The fog will disappear immediately.

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtaniable on

SAFETY BASE FILM

Extra Fast
Medium Commercial
Slow
Extreme Contrast

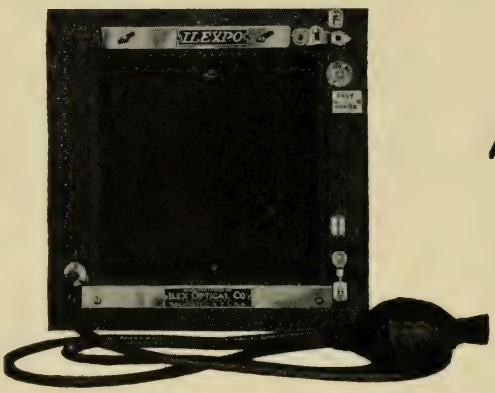
Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
SAINT LOUIS



Prices with Fast Speed

9x 9	$30.00
10x10	32.00

NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE
PANCHROMATIC FILM

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

I Hear . . . . .

The critical times of today remind us of similar times in '17 and '18, because the air is filled with rumors. We do not know just what causes rumors, but it may be due to more time for idleness. Rumors would be interesting if they were true, but we doubt if any story, incident or event can be told successfully to three people without going through some form of change. The further the rumor travels, the more distorted it becomes, and frequently would never be recognized by the person who first started it.

In these days when level-headed, calm judgment is so essential, it is advisable to pay no attention to rumors and to actually discourage them. In our courts rumors or gossip or hearsay evidence are not accepted as testimony as a witness must have actually seen or heard something done or said in his presence.

We are reminded of the person who told of a business experience and the person to whom the story was told in turn told somebody else. The story went from one person to another, and one day a man who knew the facts heard someone tell another person that Smith of Kansas City had made $50,000 in one year in the clothing business. Recognizing the story from other facts which he could identify, he entered the conversation and mentioned that the man's name was not Smith but Jones, it did not happen in Kansas City but it was Milwaukee, and the profit of $50,000 was really a loss of $20,000, and it wasn't clothing, it was hardware. Otherwise the story was quite true.

It has been said that an idle mind is the devil's own workship, and it is always well to remember that rumors have a peculiar way of coming home to roost. Frequently a little calm and deliberate reflection will help one to determine just what it amounts to.

Boys flying kites haul in their white winged birds,
But you can't do that when you're flying words.
Thoughts unexpressed may sometimes fall back dead—
But God himself can't kill them once they're said.

Passport Pictures

A few days ago we were asked over long distance telephone to submit information about the size of passport pictures. This indicates that others may wish the same information, so we are glad to tell you that passport pictures must be 3x3 inches in size, made with white background and finished on single weight or thin paper.

A Voice from the Past

"I do not prize the word 'cheap'. It is not a word of hope, nor a word of cheer. It is not a word of inspiration. It is the badge of poverty, the signal of distress. Cheap merchandise means cheap men and cheap men a cheap country."—WILLIAM MCKINLEY.

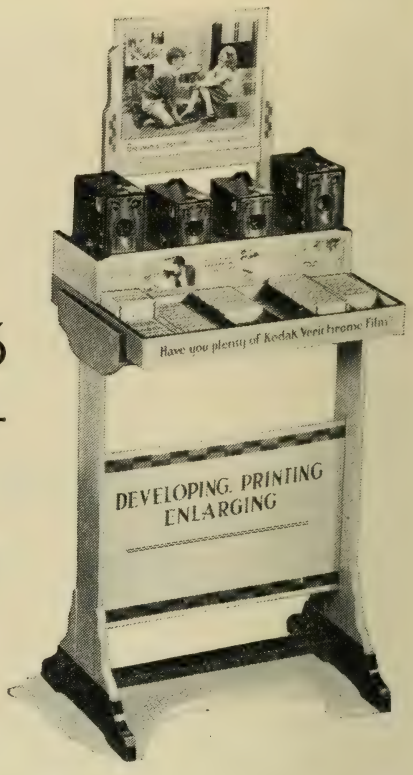
Price is merely what you pay. Value is what you get . . . unless you're stuck.

for YOU . .

By actual test in 126 stores this new Eastman fixture

. . raised film sales 48%

. . raised camera sales 119%



New No. 409 Eastman Open Display Assortment

Every camera sold sells more film and finishing . . . and we've proved that open display sells more cameras—twice as many. It's an endless chain of quick profits.

The new Six-16 and Six-20 Brownies should sell even faster than the cameras used in the test. Both sizes are covered with a rich, black morocco-grained material, which is set off with a metal front plate of beautiful design, finished in black and nickel. They are equipped with brilliant Magna-finders, and the unique two-point lens system, permitting not only the fixed focus feature for ordinary subjects, but sharp, clear close-up pictures as well.

Four Cameras and 54 Rolls of Film Complete the Assortment

Four of these cameras — two of each size (2¼x3¼ and 2½x4¼)—are included with 54 rolls of Verichrome Film to complete this quick selling assortment.

		Retail List Price
1	Eastman Open Display Fixture and three two-way Display Enlargements (Six in all) ($6.00 value)	No charge
2	No. Six-16 Brownies @ $3.50 each	$ 7.00
2	No. Six-20 Brownies @ 2.50 each	5.00
		$12.00
1	dozen V616 Kodak Film	
1	dozen V620 Kodak Film	
1	dozen V116 Kodak Film	17.40
1	dozen V120 Kodak Film	
½	dozen V127 Kodak Film	
	Total retail value of merchandise	$29.40
	Your Price	$20.00

Your profit, $9.40, plus photo finishing profits and the countless repeat sales the fixture assures.

Now Ready . . . Order Now from

HIRSCH & KAYE

A to Z Bulb

Here is a rubber bulb that is well named, for it contains every feature you might expect to find. The A to Z bulb is 4 inches long, sufficiently large to pump air through a considerable length of tubing into a studio or large type shutter. It is a double-necked bulb, one end of which is fitted with a suitable connector to which the tubing is attached.

A feature of this bulb is the spring or quickness with which it returns to normal position after it is compressed. This is very desirable for quick bulb exposures, and we offer something that should be in every camera room.

A to Z Bulb.....$1.00

←❖→

Helpful Books at Bargain Prices

Here we offer a selected number of Photo Miniature Booklets which will interest professional photographers. These books are quoted at 25 cents each, or five copies for $1.00. We suggest you prepare your order in lots of five copies, selected from the following assortment:

No. 129—"Group Photography"
No. 165—"Unconventional portraiture"
No. 166—"Specialized Commercial Methods"
No. 172—"The Hands in Portraiture"
No. 176—"Design in Picture Making"
No. 177—"Selling Photographs to Advertisers"
No. 178—"Photography as a Craft"
No. 179—"Photographic Emulsions"
No. 182—"Studio Design and Equipment"
No. 188—"The Exhibition Print"

←❖→

Nothing is ever gained by winning a bargain and losing a customer.

Film Backgrounds

Somewhat recently we prepared a series of film print-in backgrounds of modern and timely design. Our salesmen have had photographs of these backgrounds and it is likely that you have seen them. If not, we are prepared to furnish photographic reproductions in reduced size so that you can see the attractiveness of the numerous designs available in several popular sizes.

You will help yourself and ease your work if you have a number of film print-in backgrounds on hand, and if not already provided with an assortment, we suggest you now write for sample prints from which you can make your selection.

Merely ask for photos of film backgrounds and we will do the rest.

←❖→

Enameled Steel Graduates



High quality white enamel is applied in three coats to the Graduate. Carefully formed from best sheet steel with electrically welded steel handle and large pouring lip. Accurately graduated in ounces and cubic centimeters.

No. 150—16-Ounce Graduates.....$1.25
No. 170—32-Ounce Graduates..... 1.70

←❖→

Flash Bulb Carrier

for

12 Bulbs and Reflector

Made of imitation leather.
Light weight but strong.

Price only - - - $3.75

Order from

HIRSCH & KAYE

A Modernized "Plain Easel"



THE CAROLINA

Even the so called plain easel for the conservatively inclined can be modernized—yet still retain that necessary quiet richness.

In the CAROLINA we offer an easel meeting these requirements. The whole effect—stocks—design and colorings speak subduedness . . . yet have today's fashion look.

This is a so called oversize easel—generous margins around portrait.

In all standard sizes from 3x4 to 7x9⅜—colors Greytone and Neutralblend. Prices range from $6.50 to $16.00 per 100.

Sample for ten cents and we will include sample of the PRINCETON, a similar embossed corner easel.

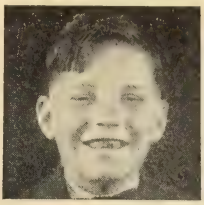
SAMPLE OFFER F-206

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

I heard the editor say something about cleanliness being next to godliness. That's why they put Saturday next to Sunday.

Me and my girl was walking in the park when we came to some pretty flowers. She says, whats them, and I says Poppys.

She says—I mean the name—not the sex.

Some people are like that. They'll put in a lot of eggplants and expect a crop of hen fruit.

And plant electric light bulbs to generate currents.

Reminds me—my kid brother asked me how often do we water our photo finishing plant.

Roses are red
Violets are blue
I can row a boat—
Canoe?

I called her lily—violet—rose,
And every lovely flower of spring.
She said—I can't be all of those
So you must lilac everything.

Some crop pests have wings, and others reach the edge of the field in flivvers.

Do you know what weeds are easiest to kill?

Widows weeds.

Some fellow says—wilt thou? and they wilt.

Before a man's married he brings his wife flowers. After they're married, all she gets is gold medal, and she carrys it herself, in 20 lb. sacks.

Reminds me, I gave my girl some flowers to wear at a party she was going to. So later I asked her if she wore them. She says—sure, nothing else but. So I says—where'd you pin em?

My idea of the real forget-me-not is garlic.

While I was in a store a lady bought a bottle of milk and wanted to know if it was fresh. The salesman was, because he answered—a half hour ago that milk was grass.

The oyster is not so dumb. Every year he gets a 4 months vacation.

JERRY

HOLLISTON PHOTO CLOTH



Speedy, economical, convenient, self-adhesive, 7 standard sheet sizes, convenient packages, is not gummed, does not curl, does not fray, has no odor, not affected by heat, cold or dampness, no fuss, no muss, reasonably priced. GUARANTEED!

Made in white, grey and blue with one side adhesive and also in white with both sides adhesive. Furnished in standard sheet sizes, packed in hardy cartons and in rolls 36 in. wide.

HOLLISTON PHOTO CLOTH

Prices Per 100 Sheets

In packages of 100 and 500 sheets.
(Minimum order—100 sheets.)

Size	100 Sheets	500 Sheets
9x12	$2.50	$2.25
12x12	2.85	2.55
11x14	3.65	3.30
12x18	5.00	4.50
18x24	9.70	8.75

Price per yard, in rolls.

Rolls are 36 inches wide, and approximately 40 yards long.
(Minimum order—10 yards.)

10 yard roll	$ 3.00
40 yard roll	11.25

In stock at
HIRSCH & KAYE
Your logical source of supply

Some men succeed by what they know; some by what they do; and a few by what they are.—*Elbert Hubbard.*

LePage's Liquid Solder
(HEATLESS)

Almost Magical

A silvery colored compound, especially adapted for repairing things. Moisture resisting and waterproof.

Fastens all metals, such as copper or tin, to iron, and other combinations of materials—glass to wood, leather to fabric, wood to aluminum—and mend glass, china, crockery, leather, pewter, kitchenware, sinks, water pipes, furniture, porcelain, marble, car and house radiators—in fact, use it wherever you wish to join two surfaces. Use it as you would glue.

Furnished in collapsible tubes of generous size. An investment of 25 cents today may save you dollars tomorrow.

Order today
from HIRSCH & KAYE

Johnson Retouching Varnish

Photographers will be glad to know that we have received another supply of Johnson Retouching Varnish. This has always been a popular retouching dope applied to the area to be retouched. It is economical in use and most efficient in results.

1-ounce bottle	$ .30
2-ounce bottle	.50

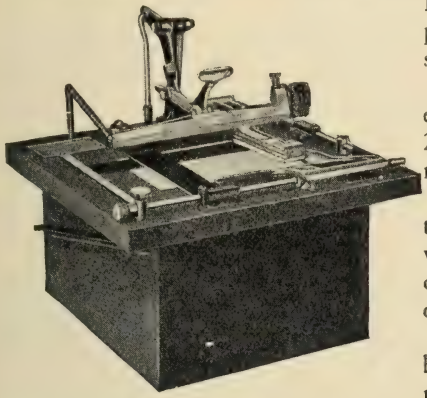
Order today from Hirsch & Kaye.

Put These On Your Payroll

PAKO Junior Printer

THIS machine is light, portable, yet strongly built to give long, dependable service. Has the same printing head as the Model "B," save that the platen is hand operated.

Designed to fit into work table or shelf, to be removed when not needed. It is ideal for providing reserve capacity, although it is giving year-round service in many photo finishing plants.



It is easily operated and enables inexperienced operator to attain speed of 250 prints hourly on short run commercial work.

Its low cost enables any photo finisher to have dependable reserve equipment which he can apply to his extra heavy days, without a large idle investment on normal or light days.

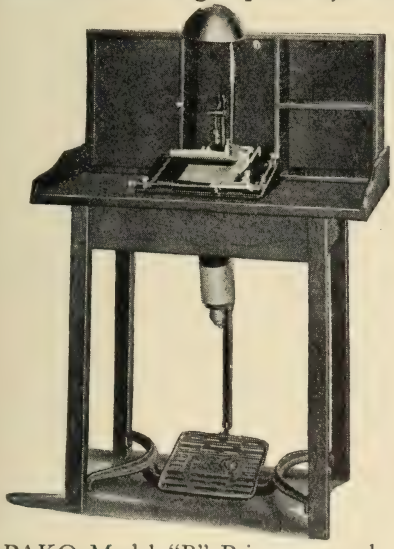
Has divided platen, automatic numbering device, universal adjustable masks, negative holder and paper register guide, and printing light controlled from platen automatically.

PAKO Junior Printer (without printing lamps) **$55.00**

Terms arranged to suit your convenience

PAKO Model "B" Printer

THE standard printing machine for commercial photo finishing. Easy to operate—flexible—high speed adjustments for short run work—maintains quality and cuts production costs. Platen is operated by foot treadle, leaving operator's hands free. Automatic numbering device—adjustable universal masks—many other speed features.



This machine will give new speed to slow operators. Will raise the quality of careless or inexperienced help. It is a boon during rush seasons when help is an uncertain quantity and volume fluctuates violently. It is dependable the year around.

You'll experience a new freedom from printing troubles when operating PAKO Model "B" machines. You will increase your profit margin on prints, too.

A speed of 350 prints hourly is easily attained. Most operators do much better than this.

PAKO Model "B" Printer, complete with paper cabinet (without printing lamp). Price **$100.00**

Terms arranged to suit your convenience

Bargains for the Photographer

Pako Belt Dryer, electrically heated. Condition is excellent.
Bargain Price **$85.00**

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

K. C. Glossy Print Dryer. This is a form of oven in which the squeegee tins are placed on edge, drying being completed by means of a gas burner and electric fan. Will receive 18x24 tins. **Bargain Price** **$30.00**

Beattie Norma Arc Lamp. Uses ⅜" carbons. **Bargain Price** **$75.00**

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price** **$135.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter. A complete outfit for **$260.00**

Electric Heater for heating trays of toning and similar solutions. Ready to be connected on 110 volt circuit. Uses 600 watts. **Bargain Price** **$9.50**

Oak Table with 22" square top. A real bargain for **$2.50**

Dark Oak Chair with round seat and 9-piece back support. Has swivel action. Another bargain for only **$1.75**

Light Oak Swivel Tilting Back Chair with castors.
A bargain for **$2.75**

30-Drawer Filing Cabinet, furnished in dark oak. Drawers are of five various sizes suitable for filing checks, letters and papers. Five drawers are missing, but no doubt can be replaced. A real bargain for only **$10.00**

Eastman Rotary Print Washer. Requires no motor as it operates by water pressure. **Bargain Price** **$32.50**

3A Compact Graflex and film pack adapter. **Bargain Price** **$27.50**

3A Roll Film Graflex with 7" F4.5 Velostigmat lens and carrying case. A bargain for **$55.00**

3A Roll Film Graflex with 5x7 B & L 1 C Tessar lens and carrying case. A real outfit for only **$60.00**

Alvista Panoram Camera. Uses 5x4 film, size of complete negative, 5x12 inches. A very practical metal panoram camera for only **$20.00**

2¼x3¼ R.B. Series B Graflex with F4.5 K.A. lens, film pack adapter and case. **Bargain Price** **$57.50**

4x5 Speed Graphic Camera with Graflex back. Camera has Xenar F3.5 lens, 16½" cm. focus in Compur shutter. Adapter and case are supplied complete for **$107.00**

8x10 Eastman View Camera with one film holder and carrying case.
Bargain Price **$45.00**

8x10 Home Portrait Camera with 20" bellows, 7x7 lens board and one film holder. Looks like new.
Bargain Price **$45.00**

Bargains for the Photographer

8x10 Korona Wide Angle Camera. This camera when fitted with wide angle lens will enable you to handle any kind of wide angle problem. Camera is in excellent condition and priced for **$24.50**

Model B Pako Printer with cabinet. Excellent condition.
Bargain Price **$65.00**

No. 10 Fotolite Reflector with case, but without stand.
Bargain Price **$10.00**
New stand available for $5 additional.

Pako Model B Printer with cabinet. Excellent condition.
Bargain Price **$77.50**

4" Packard Shutter, Model 6. Suitable for time and instantaneous pictures. **Bargain Price** **$4.50**

6" Silent Shutter.
Bargain Price **$4.00**

8x10 used **Conley Camera** with case.
Bargain Price **$19.50**

Kodak Amateur Printer. Will print up to and including 4x5½ inches.
Bargain Price **$7.50**

6x8 Scenic Background. Good condition. **Bargain Price** **$6.00**

12x20 Printing Frame with glass.
Bargain Price **$4.85**

5x7 Graflex Film Holders.
Bargain Price ..... **$1.75** each

5x7 Graflex Plate Holders.
Bargain Price ..... **$1.75** each

Reducing Attachment for 5x7 Auto-Focus Enlarger. Looks like new.
Bargain Price **$30.00**

No. 5 Century Studio Stand. A lightweight but practical stand for small studio camera.
Bargain Price **$19.50**

Rexograph Copying Camera. The ideal camera for photographing jewelry and similar small objects, Fixed focus and self-illuminated.
Bargain Price **$49.50**

Seattle Specialty Printer.
Bargain Price **$17.50**

Old style **Century Studio Stand.** Old in design, but good for years of dependable service.
Bargain Price **$15.00**

Brenkert Arc Spotlight. A heavy duty high power arc lamp using ½" carbons and 20 amperes of current.
Bargain Price, only **$25.00**

Pako Gas-Heated Belt Dryer with new apron.
Bargain Price **$55.00**

Master Centrifugal Glossy Print Dryer. Consists of a large cage in which you place your squeegee tins and revolve them by means of motor attached. No heat is required as circulation of air dries the prints, which fall to the bottom of the cage and are easily removed. A practical dryer for only **$40.00**

Peerless Belt Dryer. A dryer of old but practical design. Economically priced at only **$27.50**

Bargains for the Photographer

CIRCUIT FILM

Surplus stock—fresh dating—6½ x 3 foot—regular emulsion.

Bargain Price, per roll **$0.65**

TWIN ARC, operating on 20 and 35-40 amperes, either A.C. or D.C., without change. Fitted with every known device for control of light. Odetta is the highest development of studio lighting. See Page 48, Hirsch & Kaye catalog.

This is a demonstrator, offered for only **$180.00,** or $15.90 a month for twelve months.

NORMA LAMP

This is a smaller model, but otherwise similar to Odetta, operating on 14-17-21 amperes. Also a demonstrator.

Bargain Price—$140.00, or $12.40 a month for twelve months.

HAWKEYE CAMERAS

These are new cameras, and are excellent for resale at popular prices, and to be rented or loaned.

No. 2, Model C, 2¼x3¼

Single finder, uses 120 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each ..... **79 cents**

HAWKEYE CAMERAS

No. 2A, Model B, 2½x4¼

Two finders, uses 116 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each **$1.23**

SERIES B COLOR FILTERS

Equal in color value to W & W K 2 Filters

2¾ inch round in cap mount	**$3.75**
3¼ inch round in cap mount	**4.25**
4 inch round in cap mount	**4.75**
4½ inch round in cap mount	**4.90**
2¼ inch round in cap mount	**3.25**
2 inch round in cap mount	**3.00**
$1\frac{7}{16}$ inch round in cap mount	**1.25**
1⅜ inch round in cap mount	**1.25**
1⅛ inch round in cap mount	**1.10**
$1\frac{5}{16}$ inch round in cap mount	**1.25**

SERIES C COLOR FILTERS

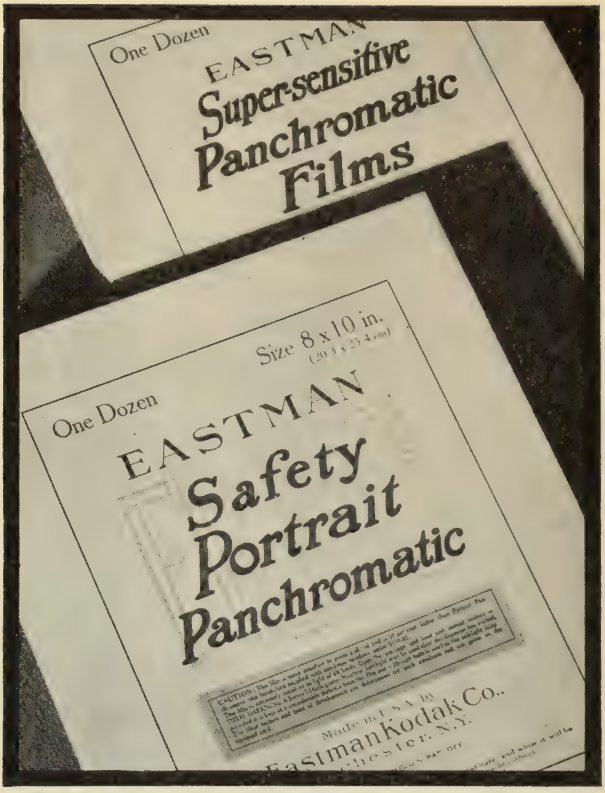
Equal in color value to W & W G Filters

⅞ inch round in cap mount	**$1.10**
1⅛ inch round in cap mount	**1.10**
$1\frac{7}{16}$ inch round in cap mount	**1.25**
4½ inch round in cap mount	**4.90**

SPECIAL TOP FOR TRIPOD

These tops measure 7½x24 and are intended to give studio stand effect to ordinary commercial tripods. Excellent for small copy cameras, lantern slide projectors, etc. Used on regular tripod top, attached by tripod head screw.

Bargain Price **$1.50**



A CHOICE OF COLOR CORRECTION

BOTH Eastman Super-sensitive and Portrait Panchromatic Films have extreme speed, but differ materially in color sensitivity. Super-sensitive Films have great red sensitivity while Portrait Films are less sensitive to red but more sensitive to green. Each has fine portrait quality.

A choice depends upon the individual's method of working or the tone rendering desired.

Try both of these fine, fast films. One will surely please you—perhaps both.

EASTMAN KODAK COMPANY Rochester, N. Y.



THE EVIDENCE OF *QUALITY*

QUALITY is the established photographer's mainstay. His portraits must be as fine as he can make them. And since prints are the sole physical means of presenting such evidence of quality to his patrons, print brilliance, tone, and texture are all important.

That's why so many photographers use Vitava Opal. Opal prints of any size duplicate the quality of the finest contact prints.

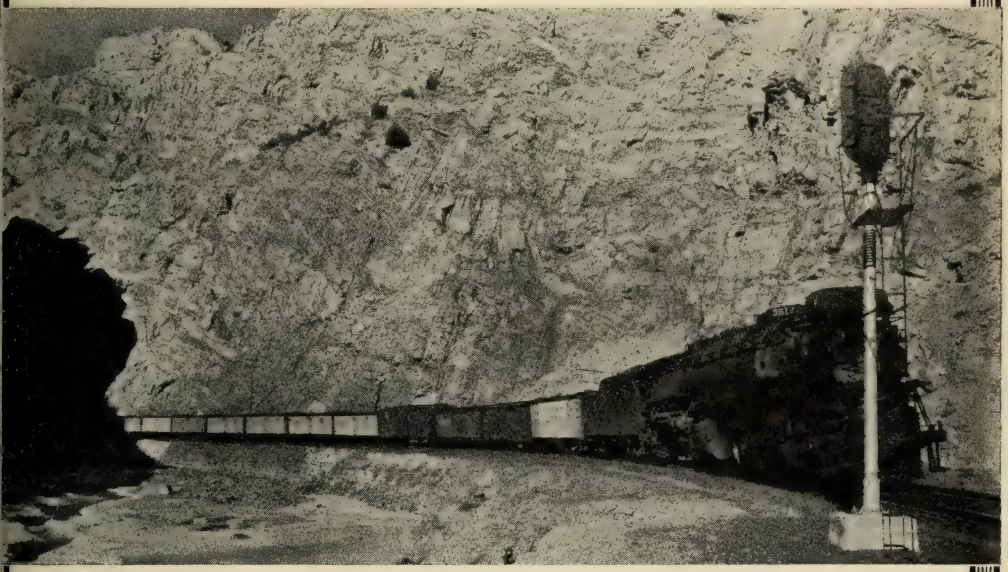
EASTMAN KODAK COMPANY Rochester, N. Y.

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. IX JUNE, 1933 No. 6



A TRAINLOAD OF CALIFORNIA FRUIT EN ROUTE TO EASTERN MARKETS.

Photographed in the Royal Gorge, Colorado,
by the Denver, Rio Grande, Western Railroad.

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

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VELOUR BLACK

For Prints by Projection

VELOUR BLACK qualifies for all tasks in large print making; in portraiture and in illustrative work of every description.

Now made in three grades, Velour Black's SPEED—QUALITY—SIMPLICITY, with a greatly expanded field of utility, is at the service of Commercial Photography and Photo Finishing.

VELOUR BLACK SURFACES—REGULAR GRADE

A *White Semi-Matt, S.W.*
B *White Semi-Matt, D.W.*
C *White Matt, D.W.*
D *White Platinum Matt, D.W.*
DD *White Rough Matt, D.W.*
DL *Velvet Grain White Luster, D.W.*
EL *Velvet Grain Buff Luster, D.W.*
EP *Buff Platinum Matt, D.W.*
ER *Rough Buff Matt, D.W.*
LER *Rough Buff Matt, D.W. Light Tint.*
ES *Smooth Buff Matt, D.W.*
F *Veltex, S.W.*
I *White Rough Matt, Med. Wgt.*
J *White Platinum Luster, D.W.*
K *Buff Platinum Luster, D.W.*
KK *Rough Buff Luster, D.W.*
LKK *Rough Buff Luster, D.W. Light Tint.*
S *Glossy S.W.*
T *Glossy D.W.*
Y *White Silk, D.W.*
Z *Canvas*
IVORA *Sensitized Film Base for Miniatures, etc.*

VELOUR BLACK SURFACES CONTRAST GRADE

A *White Semi-Matt, S.W.*
B *White Semi-Matt, D.W.*
C *White Matt, D.W.*
DL *Velvet Grain White Luster, D.W.*
EL *Velvet Grain Buff Luster, D.W.*
S *Glossy, S.W.*
T *Glossy, D.W.*

VELOUR BLACK SURFACES SOFT GRADE

A *White Semi-Matt, S.W.*
B *White Semi-Matt, D.W.*
C *White Matt D.W.*
DL *Velvet Grain White Luster, D.W.*
EL *Velvet Grain Buff Luster, D.W.*
S *Glossy, S.W.*
T *Glossy, D.W.*

Defender Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. IX JUNE, 1933 No. 6



INTRODUCING—
GEORGE KANZEE

He has never been out of the United States yet he knows more about the places of interest in Europe than most people who have lived there all their life.

This world is all a part of the day's work for George Kanzee, 64, who has been making lantern slides for lectures in his shop at 12 Geary street, San Francisco, since he was 21.

"As a kid," said Mr. Kanzee, "I had dabbled with stereopticon slides and gas lantern projecting machines, but I had never taken a painting lesson. When my friends heard that I was going to make lantern slides for a living they thought that I had gone crazy."

Although half of his 24,000 slides are unlabeled and he has never used a catalog, Mr. Kanzee knows the name of every slide in his shop and can go through the files and immediately find them.

When a club, society or school wishes to give a lecture illustrated with lantern slides, Mr. Kanzee will not only furnish the slides on any subject but he will also prepare the material for the lecture.

"People just 'phone in and give me the topic for the lecture," said Mr. Kanzee, " and I supply the rest. Every year I ship thousands of slides to all parts of the world. My biggest field is in the technical subjects and preparing travel talks and slides for transportation companies.

"I have never been to Europe, but my work has brought me in contact with all the standard spots that tourists visit, and also the unusual places that they never see. Very often people bring in pictures that they have taken on their tours and ask me to identify them because they have forgotten or misplaced the names."

←❖→

"Genius, that power which dazzles mortal eyes,
Is oft but perseverance in disguise.
Continuous effort of itself implies,
In spite of countless falls, the power to rise.
There is no failure, save in giving up.
No real fall, so long as one still tries.
For seeming setbacks make the strong man wise.
There's no defeat, in truth, save from within;
Unless you're beaten there, you're bound to win."

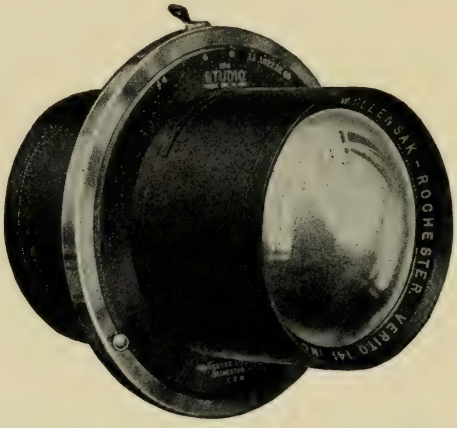
←❖→

A man is a great thing upon the earth and through eternity; but every jot of the greatness of man is unfolded out of woman. —*Walt Whitman.*

←❖→

Anybody can cut prices, but it takes brains to make a better article.
—*Philip D. Armour.*

A Soft Focus Lens For Auto Focus Enlargers



WOLLENSAK VERITO

Diffused focus f 4

Wollensak Verito, used in projecting, beautifully softens harsh wiry negatives. Its gentle diffusion adds a marked pictorial beauty to your work. Convertible. Rear lens, used alone, is ideal for portraits.

Auto Focus enlargers equipped with the Wollensak Verito retain all their automatic features undisturbed.

Special 10″ focus f4.5 Verito for
8x10 Eastman Projection Printer.....$52.50
Special 7½″ focus f4.5 Verito for
5x7 Eastman Auto Focus Enlarger.....$42.50

Literature on request.

WOLLENSAK OPTICAL CO.

ROCHESTER, NEW YORK

A Small Finishing Plant

After fire and water had done its ghastly work, all that remained of a small commercial and Kodak-finishing plant was a lot of smoke and rubbish and some indestructible stone tanks. However, fire insurance had been obtained, and with the kindness of the adjusters, plans for a new layout went ahead almost at once.

Mindful of the requirements of the business (a business derived from four strategically located drug stores in a state college community), a single basement room eight by twenty-four feet was built. The walls were constructed of four-inch fireproof tile in accordance with the city building code. The ceiling was made of metal lath and cement-plaster for the same reason.

This room was then divided into three sections by doorless light-traps made of plaster board. The end room, for film developing, was made six feet wide, the center room, for printing and enlarging, was made ten feet in length, while the third or general utility room, in which print-washing, drying, sorting, copying, and similar work is done, took the remaining eight feet. The third room opened into the basement proper by means of a door.

The special problem was a high street sewer, so a floor sink for the 46-inch-deep tanks in the developing room was impossible. However, the difficulty was adequately solved by sinking the tanks in a trench dug in the floor so that the tops project two feet above the level of the floor. Three tanks are used, each twelve inches square and forty-six inches deep. The center tank serves for the double operation of rinsing between developing and fixing, and for the final washing. False bottoms for all three tanks are made of monel metal frames criss-crossed with fish line. Two lines, one on either side of each frame, are carried out over the top of the tank for the purpose of retrieving stray clips and films.

Proper plumbing in the developing room was given some thought. A cold-water faucet was placed at the back corner of the center tank and fitted with a screw-on copper tube running to within an inch of the bottom side inside the tank. Between the developer and washing tanks an ordinary hot- and cold-water laundry-tub faucet was placed so that its swivel outlet could be directed over either tank. This arrangement serves a double purpose: draining and temperature control.

A water aspirator does all the draining. By swinging the nozzle of the faucet over the washing tank and attaching the aspirator, either developer or hypo tank may be drained or filled. Waste water is carried out through the overflow pipe of the washing tank.

For control of temperature, a lead pipe with a screw top is coiled a number of times to reach to the bottom of the tank and then bent straight upwards and over to the washing tank. With the faucet nozzle swung over the developer tank and the lead coil attached, hot or cold water may be pumped through the solution until proper temperature is maintained.

Temperature control is seldom necessary, however, as the tank is nearly half buried in the even-temperatured ground. When agitated, the warmer solution above ground brings up the temperature of the portion below ground.

Three safelights are provided: one over the worktable, and two over the tanks. A fourth safelight with red glass replaced with opal is placed at the back of the fixing tank for the purpose of viewing negatives without splashing

(Continued on page 7)

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset

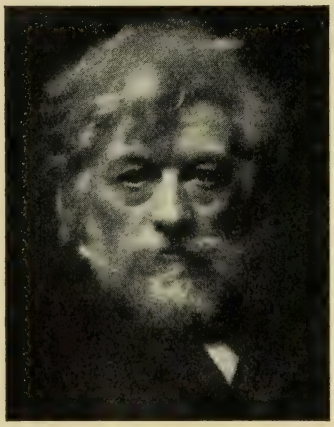


HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS

For Finer Projection Prints



CHARCOAL BLACK

A river cannot rise above its source: a print cannot be more beautiful than the paper it is made on.

CHARCOAL BLACK brings to landscapes and portraits alike the inimitable charm of the most beautiful papers the world's mills can produce.

Every sheet guaranteed perfect.
Test strips in every package.

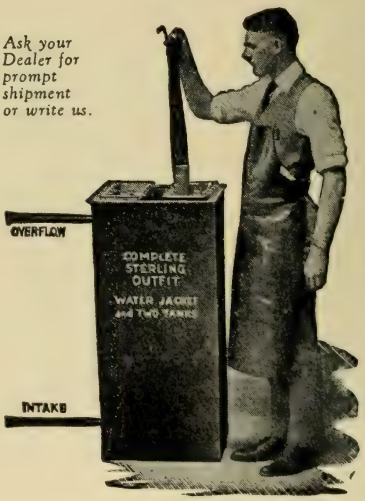
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have it!

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits. for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

A Small Finishing Plant

(Continued from page 5)

hypo all over everything. The switch for this light is so placed, however, that one must think twice before doing any possible damage.

A feature of the center room is a combination drainboard and sink, which extends along half of one side of the room and through a hole in the wall along half of one side of the drying room. Along this drainboard all wet prints are handled, from developing to fixing, washing, and ferrotyping. The print wringer is placed on blocks in the sink so that excess water rolled from the tins drains into the sink.

The printing room is provided with a 5x7 printer for Kodak work and an 11x14 printer for handling commercial work, lantern slides, and similar work. Along the opposite wall is the enlarger and worktable. Two safelights hang over the sink, one over the paper cabinet beside the printers, and another over the enlarging table. In this room, also, is the opening over the enlarger which connects outside with the main ventilator system. The doorless arrangement of all three rooms makes ventilation a minor problem.

The third room has all the equipment which can be used under white light. Fixing, washing, ferrotyping and wringing have been mentioned. Drying and sorting of prints is done here. Along the wall opposite the sink is a table on which copying, trimming, mounting, and other work is done. It is fitted with a sheet of plate glass raised at an angle and lighted through a sheet of ground glass from below. This is used for spotting and retouching negatives and embossing prints. A slot just below the cutting knife of the trimming board allows waste strips to fall through to the waste basket.

Along one wall of this room is a row of shelves for chemicals, scales, mounts, mailers, and odds and ends.

One of the features of the layout is the method of handling the fixing and washing of prints. A rocker platform about five feet long and one foot wide is placed in the central portion of the sink. On this are placed three 11x14 trays five inches deep, and two 11x14 shallow trays. The first tray is used for the stop bath, the next two are for fixing baths, and the two shallow trays are used for washing prints.

The motive power for this arrangement comes from an old one-eighth horsepower motor from an old belt dryer fitted with a reducing gear-box and mounted on the wall at one end and over the rocker platform. The shaft is equipped with an eccentric fitted with a rod which connects to the rocker. This gives just the proper motion to the prints for insuring adequate fixing and washing.

Of course the print wringer has a sloping approach on one side so that the tins may be pushed up the approach and into the rollers. On the other side, the tins slide onto a level table.

A chute from the store above brings orders to the worktable of the drying room. Much fun was made of this little convenience, and someone even went so far as to suggest it be placed in the developing room and so arranged so that the films would drop directly into the tank. Be that as it may, it is a little convenience that makes the work easier.

MELVIN IVORY,
American Photography,
March, 1933.

Note—A sketch of the floor plan of this finishing plant may be obtained from Hirsch & Kaye on request.

←❖→

The photo-finisher who uses this method of keeping ferrotype tins in condition, swears by it:—An occasional rub with cheesecloth wet with *pure olive oil;* then a polish with dry cheesecloth. That's all. And only now and then. The treatment lasts.



Still Poured

Even after a night in the fog!—

A California photographer wrote us that one foggy night, as a test, he took the lid off of a package of Mallinckrodt Sulphite and set it outside his window. In the morning he used the Sulphite, and found it still free flowing.

THIS is an example of the physical perfection found in the entire Mallinckrodt Line of Photo-Chemicals. They do not lump or cake. Each product is also made to work in perfect chemical harmony with all other chemicals in the line. Once you use the complete line, you will be convinced of this fact.

The Chemistry of Photography, ***a valuable manual on finishing problems, bound in durable cloth cover, 50c postpaid. Ask for a*** **FREE CARBONATE CONVERSION TABLE** ***for changing formulas calling for Anhydrous Carbonate to the Monohydrated salt.***

Mallinckrodt
CHEMICAL WORKS

Second and Mallinckrodt Sts. ST. LOUIS, MO.

New York - Chicago - Philadelphia - Toronto - Montreal

Relative Speeds

In the following table of relative speeds—Defender Film—the comparison is based on the regular Defender Portrait brand, with which so many are familiar. Defender Portrait Film is reported as much faster than the average portrait film of other brand. Have this in mind in reading these Relative Speed Values, which should not be confused with the speed values of film of other manufacture:

	Daylight or Arc Light	*Mazda Light*
Portrait	1	1
Portrait HGS	¾	¾
Panchromatic	1½	1
X-F Pan Special	⅔	⅓
Commercial	2	2

←❖→

Electrical supply houses now stock soft rubber connection plugs. These are of great value for use with studio lights, as they may be dropped without fear of breakage; and, while we are on the subject of electrical connections, don't you think that it is about time all the connections in your studio are looked over? Not only is this advisable from the standpoint of efficiency but also because of the fire hazard. Replace old frayed cables. Dispense with the old hard rubber plugs. Electric equipment receives hard service in the photographic studio and it should be inspected frequently.

←❖→

To copy a print which is covered with numerous minute cracks, rub some powdered chalk lightly into the cracks before making the copy. If the copy negative is afterwards enlarged, it is possible to spot out these cracks, which will appear white in the enlargement. The chalk will not injure the original and can easily be brushed off.

Modern Salesman is a Purchase Adviser

The highest type of salesman today realizes there is no longer any place in the art of selling for over-aggressive persistence, domineering tactics, or "flim-flam" sales talks. The modern salesman approaches his customer with the courteous assurance that he and the company he represents are prepared to help the prospective customer solve a particular problem in his business or to supply his buying needs. The modern salesman is an expert purchase adviser.

Salesmanship is Service

The modern interpretation of salesmanship is SERVICE. The salesman's function is to serve the buyer. It is the salesman's job to analyze the buyer's problems and to help him supply his needs or wants as economically and efficiently as possible. The buyer is in reality a trustee of somebody's money —his own or his employer's—and it is his job to see that he gets full value for every cent that he spends.

We firmly believe that the salesmen who represent Hirsch & Kaye measure up to this high standard. We know they are sincere.

←❖→

Enlargements

Kodak Super Sensitive Panchromatic Film negatives yield enlargements of surpassing beauty. Its sensitivity to *all* colors results in detail which is lacking in negatives made on "color blind" material, particularly those in which red, yellow, and green are recorded.

←❖→

Let us endeavor so to live that when we come to die even the undertaker will be sorry.

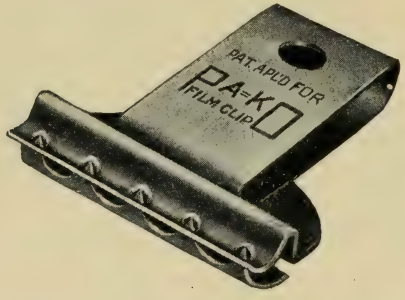
—*Mark Twain.*

New Prices

There's no illusion about the fact that PAKO CLIPS have long been considered standard equipment by finishers all over the United States.

They're not toasted or roasted, they contain no good tobacco or bad either, for that matter; they're not packed in cellophane; they don't come by the car load or truck load.

But best of all, they don't fool anybody; they give lots of good, satisfactory service and do their job as good clips and weights should. And you can't fool them either. If a roll of film needs to be weighted and held while drying, PAKO CLIPS AND WEIGHTS will do the job.



Radical reduction in prices on both Brass and Stainless Clips immediately effective.

STAINLESS CLIPS
Formerly $32.00 per Gross

Now, per gross $24.00
per dozen 2.40

BRASS CLIPS
Formerly $15.00 per Gross

Now, per gross $12.00
per dozen 1.20

CLIP WEIGHTS

PAKO CLIPS are heavy enough for general use without weights. However, when weights are desired we recommend PAKO CLIP WEIGHTS at

Per gross $12.00
Per dozen 1.20

In stock at

HIRSCH & KAYE
Your logical source of supply

LePage's Liquid Solder

(HEATLESS)

Almost Magical

A silvery colored compound, especially adapted for repairing things. Moisture resisting and waterproof.

Fastens all metals, such as copper or tin, to iron, and other combinations of materials—glass to wood, leather to fabric, wood to aluminum—and mend glass, china, crockery, leather, pewter, kitchenware, sinks, water pipes, furniture, porcelain, marble, car and house radiators—in fact, use it wherever you wish to join two surfaces. Use it as you would glue.

Furnished in collapsible tubes of generous size. An investment of 25 cents today may save you dollars tomorrow.

Order today
from HIRSCH & KAYE

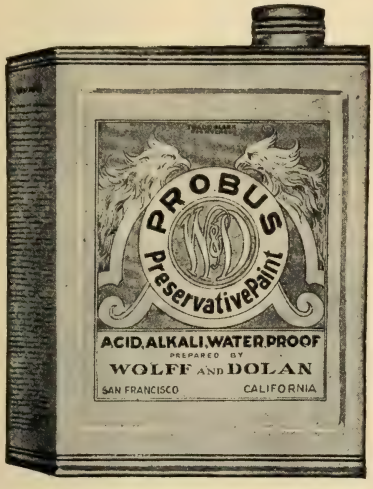
Ground Glass Substitute

(Hance's)

Hance's Ground Glass Substitute, when flowed over plain glass produces a surface in every way equal to the finest ground glass. The grain is extremely fine and the result is a perfect matt surface. This solution is used by the leading professional photographers and photo-engravers throughout the country.

Price, 4-ounce bottle $0.50

Probus Preservative Paint



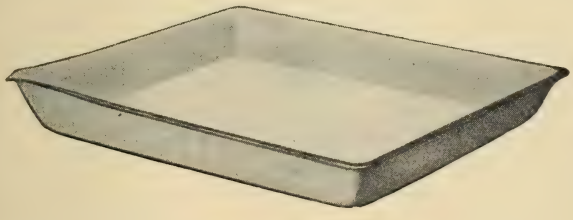
There is a special paint for every special purpose. Probus is the special paint for your workrooms.

Applied to wood, fibre or iron, it renders the material proof against water, acid, alkali and rust.

½-Pint Tin	$0.45
1-Pint Tin	.80
1-Quart Tin	1.25
½-Gal. Tin	2.05
1-Gal. Tin	3.75
5-Gal. Tin	16.75

PROBUS *has been standard material for laboratory use for more than twenty-five years. There's a reason.*

Steel Enamel Trays



Made expressly for photographic use these trays are both acid and chemical proof. Under ordinary conditions of usage they will last indefinitely.

PRICES	
4x 6	$0.60
5x 7	0.75
7x 9	1.00
8x10	1.10
10x12	1.50
11x14	2.50
14x17	3.60
16x20	4.80
20x24	9.00
23x28	13.00

Order today from HIRSCH & KAYE







Our Salesmen Tell Us

The East Bay Photographic Fraternity lost a valued member in the death of **F. R. Webster,** who died April 27. Mr. Webster had been ill for some time and more recently was not as active in photography as in former days. Mr. Webster was a native of Michigan and one of the pioneer photographers of Oakland.

♣ ♣

Ansel Easton Adams is now in the East exhibiting his famous California prints. His pictures of the Sierra Nevada country have brought him nation-wide fame.

♣ ♣

Mitchell W. Allen of San Luis Obispo was a recent visitor to San Francisco.

♣ ♣

An organization of which the general public knows little is the International Academy of Professional Court Expert Witnesses. The name is self-explanatory, and we were pleased to see that among the officers were two local people. **H. H. Caldwell,** consulting criminologist, Oakland, is president, and the secretary-treasurer is **Chauncey McGovern,** consulting criminologist of San Francisco. This group is of interest to photographers because their expert testimony involves photography of the most advanced and scientific nature.

♣ ♣

While **Mr. and Mrs. Decker,** of Petaluma, were motoring a few Sundays ago, thieves ransacked their home and carried off personal belongings to the amount of some $300.00.

Mrs. Decker lost a new fur coat and considerable jewelry. Decker philosophically remarks that he had on his best suit, but lost the "other one."

♣ ♣

Paul Hansen, of Palo Alto, is putting up a fine little home on his Santa Cruz estate. (The word "estate" is ours; Paul calls it the ranch.)

♣ ♣

The studio of **Mrs. Guy D. Edwards,** of Concord, is the most unique we have found in our travels. Picture in your mind a model ranch such as you see in *Farm and Garden* or *The Country Gentleman,* and, into the picture nestled among giant oaks, vision a perfect studio built to modern design. Rock gardens are adjacent, as are trees of pear and peach. Can one wonder that a multitude of city folk find it to their liking to go to the country for their photographs?

♣ ♣

An interesting meeting of the **Camera Guild of San Francisco** was held at 690 Market Street, Thursday, June 1. This is a new group composed of professional and non-professional photographers in the Bay District, whose ideal is the advancement of photography. They will stress the ethical and educational interests rather than the business side of the profession.







Our Salesmen Tell Us

T. Major Edgecomb, of Red Bluff, still retains the old eye with the rifle. "Kinda" showed us up last trip; down in the river bottom.

♣ ♣

Harold Platt, of Chico, has transferred his photographic interests to Redding, California, which location still permits him to keep an eye on the ranch at Red Bluff.

♣ ♣

Mr. and Mrs. George Deacon of Portland were recent visitors in San Francisco. Mr. Deacon will be remembered as a former San Francisco photographer.

♣ ♣

The Berger Studio in Portland, Oregon, is now located at 719 Salmon Street.

♣ ♣

A feature of the World's Fair at Chicago that will appeal to anyone in the photographic industry is the announcement that hand cameras may be freely used on the grounds. At other World's Fairs, a license fee for the use of hand cameras has been collected and the use of tripods has been prohibited. Congratulations to Chicago and congratulations to the photo finishers who will receive the extra rolls of film at a time when the business will be appreciated.

♣ ♣

J. E. Harding, Santa Paula photographer, has moved his studio to his new home at 129 South Olive Street. Congratulations on the home, and best wishes.

We sympathize with **Mrs. Dora Warren,** Paso Robles photographer, in the loss of her father, who died at the age of 93. Mrs. Warren's mother is still living and active at the age of 85. Her parents recently celebrated their 66th wedding anniversary.

♣ ♣

Mrs. Nathan Reiman, with Deloris and Buddy Reiman, left Stockton for the Chicago Fair on June 16 and will not return until September. While East they will visit the Pako plant at Minneapolis and will take in Glacier National Park before they return. That is what we could call a nice trip.

♣ ♣

Mr. and Mrs. A. J. Austin, Ventura, have left for a six-weeks trip that will take them through the Panama Canal, then to Havana, New York and Chicago. We envy people who can take a trip of this nature, and feel sure they will thoroughly enjoy it.

♣ ♣

A watchmaker accidently split a fine steel instrument just as he was about to sign a document. No quill being at hand he used the ruined tool. Thus came about the invention of the steel pen.



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

MATILDA S. RANSDELL
495 - 27th Avenue San Francisco
Telephone BAyview 4584

E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
WEST 2611



S221

CAN YOU USE THESE?

Here are two of several cuts, to which you are welcome. They are suitable for glazed or dull (news) paper.

You are welcome to them.
Please specify number.



S222

Barre Film Cutter

Table Model

The Barre Film Cutter enables you to cut your roll film into individual negatives as readily as you inspect the rolls. It is quickly attached to a table or bench by screw holes provided in the base, or for temporary installation, you use a clamp such as we furnish with each cutter.

The Barre Film Cutter consists of a nickel-plated panel set at a convenient angle with the lower edge of the panel turned up at right angle. This forms a ledge along which you draw the film. At the right hand edge of the panel is an opening covered by a piece of ground glass 3½x4 inches. Below the ground glass is a small electric bulb which illuminates your negatives and tells you just when to operate the cutting blade.

Cutter consists of a self-sharpening blade with a cut of more than five inches. A coil spring holds the blade in an open position. Attached to the cutter is a chain of adjustable length. At the bottom of the chain is a stirrup. Place your foot in the stirrup, exerting a slight downward pressure and the blade closes and cuts your film in the twinkling of an eye. In actual operation it is estimated that you will cut your film at the rate of a negative a second or faster. The panel is 20 inches long and can be used on any table or bench, and is far more convenient and satisfactory than shears or any home-made device.

The equipment will last a lifetime and is priced complete with lamp and ready for use at only $20.00, or three payments of $7.00 each.

Panchromatic Green Paint

It is always advisable to paint the side walls of a darkroom from the baseboard up to at least six feet, so as to protect the surface from spattered chemicals. A water-proof, alkali-proof and acid-proof paint like Probus is suggested. Above the six-foot line and for use on the ceiling, we suggest Panchromatic Green, a new paint especially made for this purpose.

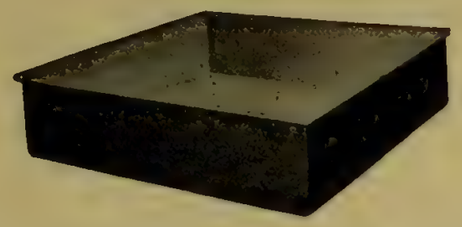
Panchromatic Green is a light green which reflects all the light possible when a darkroom is lighted with a Panchromatic Safelight or a Series 3 Safelight. If, on the other hand, the room is lighted with a yellow or a red safelight, the reflective power of the paint is still at a maximum for such a color. When a darkroom is painted with Panchromatic Green, the walls look light under the illumination of a Series 3 Safelight, and gray when the room is flooded with yellow light, but dark when red light is used.

Panchromatic Green Paint is now available at price of $4.00 a gallon. Do not experiment for the price of a gallon of paint of the right kind is the best investment you can make in safeguarding the flow of work through your laboratory.

Hirsch & Kaye have it.

TIMELY SUGGESTIONS

White Enameled Fixing Bath

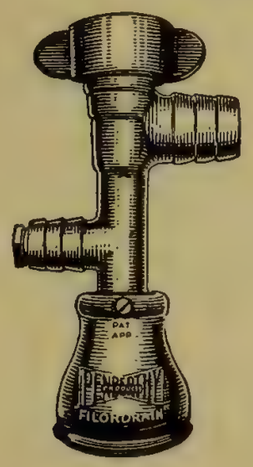


Made for all sizes of prints, both large and small. Far superior to shallow trays on account of extra large depth and roominess. No slop or muss. Very easy to handle and keep clean. These are not to be confused with cheap commercial pans, never intended for photo use. Economize solutions. Saves labor, expense and time.

10x12x5" deep	$ 9.00
12x16x5" deep	9.60
16x20x6" deep	12.00
18x22x5" deep	13.50
18x24x6" deep	15.00
20x24x6" deep	16.50
20x30x6" deep	18.00
22x30x6" deep	18.75

Other sizes, if desired, Made to Order.

Penberthy Filordrain



This handy device is for use in filling or emptying tanks and washers. It can be attached to both hot and cold water faucets at the same time yet permits running either the hot or cold water separately when necessary.

Complete directions for use are given in the instruction sheet which accompanies each Filordrain.

(Made in one size only) $2.00

U. S. Photo Clip



A substantial, wooden clip with hook for suspending roll film during development.

Price, per dozen	$0.35
Price, per gross	3.50

Sultan Finishing Envelopes

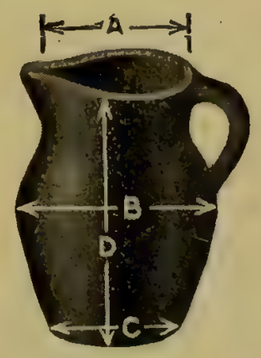
No doubt, the most popular envelopes we have ever offered to the finisher. They measure 5x7½ and are made of heavy, tough Manila stock.

They contain no advertisements, but space is provided for the addition of your name, either printed or rubber stamped. All essential details or instructions are easily entered in the places provided for them. A detachable stub is given to your customer. The price is right.

Per thousand	$4.75
Your name imprinted on envelopes and stubs	$1.25 per thousand extra

Stoneware Acid Pitchers

These Acid Pitchers are made of guaranteed acid-proof chemical stoneware, are strong and rugged—with long pouring lips and well fitted handles.



Size	Weight (Lbs.)	Price
2 Qts.	3½	$1.20
1 Gal.	7	1.40
2 Gal.	8	2.10

Pako No. 5 Rigid Roll Hanger



The stick, or rod, is in two pieces, between which are clamped the hanger plates. To each is fastened a spring clip for holding order blanks or envelopes without folding. You can leave extra negatives right in the order envelopes and send the whole order through the dark room together. The No. 5 Hanger takes five six-exposure rolls, which will extend the long way across a 48-gallon stoneware tank. This means handling twice as many hangers as were used for the same number of films where our No. 10 hangers were utilized, but—you don't need to lift the hangers and separate the films after immersion in developer. Films on the same hanger cannot stick to each other. Ten No. 5 loaded hangers can easily be put into a 48-gallon stoneware tank at one time, giving a fifty roll capacity in each solution.

	Price
No. 5 Rigid Roll Hanger	$3.00

Stoneware Developer Jars



These jars will be found useful to store developer solution. They will maintain an even temperature indefinitely, assuring a uniform quality. No filtering is required because the impurities settle to the bottom of the jar below the faucet line. The cover fits snugly and prevents oxidation. The developer is always pure and ready for use.

5-gallon size	$4.50
10-gallon size	7.50
Wooden Faucet, extra	.60

GEVAERT

S. S. S.-PRESS

Anti-Halo

— SPEED PLATES —

▲

GEVAERT

NOVABROM

K48-K49

White and Buff

ROUGH VELVET

●

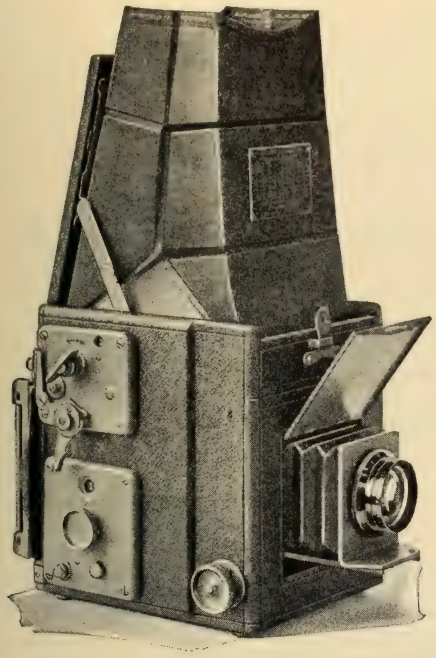
NEW —GEVAERT PRODUCTS

▲ Gevaert, acknowledged leader in speed plates, presents a new emulsion, combining long scale, splendid latitude, and exceptional orthochromatism—plus a speed hitherto unapproached in an orthochromatic plate!

● The new Rough Velvets in NOVABROM are just right for general finishing and commercial purposes, and for prints from miniature negatives. A pleasing but not distracting surface texture—which colors remarkably!

THE GEVAERT COMPANY OF AMERICA, INC.
423-439 W. 55th St., New York
160 E. Illinois St. at Michigan Ave., Chicago
347-349 Adelaide St. W., Toronto

GEVAERT PRODUCTS
Are Carried by
HIRSCH & KAYE
SAN FRANCISCO



GRAFLEX
Series B

(With or Without Revolving Back)

3¼x4¼—Dimensions, 5¾ x 5⅜ x 6¼. Weight, 4½ lbs. Focal length of lens, 5½ in. Closest working distance, 24¾ in.

4x5—Dimensions, 6¾ x 6¼ x 7¼. Weight, 6¼ lbs. Focal length of lens, 6⅜ in. Closest working distance, 25¾ in.

5x7—Dimensions, 9¼ x 8¼ x 8¾. Weight, 9¾ lbs. Focal length of lens, 8½ in. Closest working distance, 27¾ in.

THE SERIES B GRAFLEX represents the very latest refinements in design. The lens is mounted in a stout, rigid, metal front. The bellows is compact and moves easily and evenly on a single, wide track. Reflecting mirror, focal plane shutter and fast lens are all present.

Equipped with Kodak Anastigmat *f*.4.5 lens—the equal of any lens made for sharpness, this Graflex produces vivid prints and excellent negatives for making enlargements.

And quick! It's simplicity itself in use. Slip a catch and the hood is open. Turn the focusing knob—the lens uncovers. And you're ready to catch in fullest detail the swiftest movement . . . Or, since the lens admits so much light, a quiet moment in the shade.

"Graflex" means that the reflecting mirror, focal plane shutter and fast lens are all present.

Since the lens is installed by the men that make the camera, any Series B Graflex is a matched instrument.

Series B Graflex with Kodak Anastigmat *f*.4.5 Lens, and Film Pack Adapter

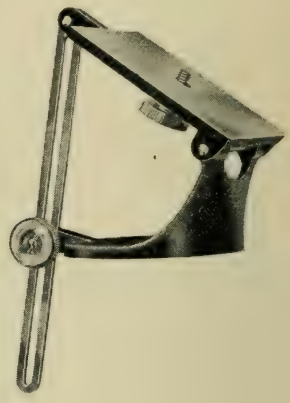
3¼x4¼—5½ inch lens	$ 85.50
4 x5 —6⅜ inch lens	101.50
5 x7 —8½ inch lens	171.00

Revolving Back Series B Graflex, same as above, but equipped with Revolving Back

2¼x3¼—5½ inch lens	$ 91.00
3¼x4¼—6⅜ inch lens	107.00
4 x5 —7½ inch lens	128.00

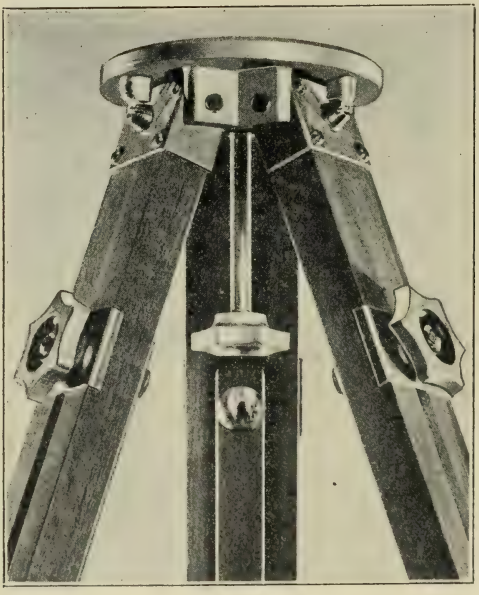
Barre Tilting Tripod Head

This useful accessory can be used on New Deal or any make of tripod. The range of adjustment is from 30 degrees upward from horizontal, to straight down, a total of 120 degrees. It is readily locked in any intermediate or extreme position. The head is accurately smoothed and you cannot lose the head screw. Weight only 12 ounces.



Price **$4.75**

The New Deal Tripod



Length, closed, less than 32 inches.
Length, extended, more than 55½ inches.
Weight, just three pounds.

NOTICE

- The practical, convenient lock-screw at top of sliding member.
- The unusually long and convenient headscrew that cannot be lost.
- The buttons which prevent over spread of the legs.
- The feet are of canvas rubber. They grip like new tires.
- Designed to fit any make of pan and tilt head, or any still camera.

Price **$8.50**

A Lesson in Photographic Salesmanship

Woefully lacking in salesmanship, but accompanied and aided by a person much better qualified, we ventured forth armed with aerial photographs of a degree of sharpness and contrast that would "knock your eye out", as the high-pressure man would say. Plants and shops were shown in the pictures, which we felt sure would readily sell to the advertising departments of their respective companies.

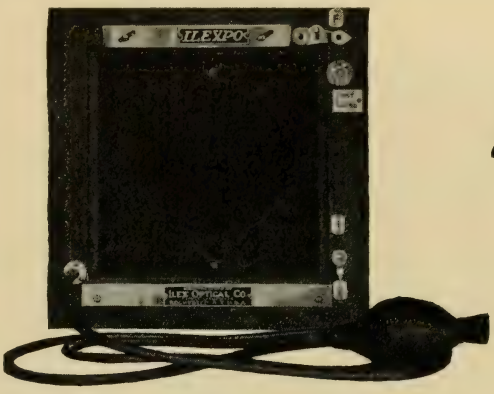
At the information windows we enthusiastically requested interviews with the advertising managers. These audiences were granted with promptness and courtesy which exceeded our expectations. However, several resulted in very much the same comments, "We have never seen such impressive and attractive aerial photographs, but we have reduced our advertising allowance to the minimum, and would not be able to use these remarkable pictures at any price. We thank you very much for the opportunity to see them, and if we ever have need of such pictures we will certainly call you."

In the open air we recovered somewhat from these failures, and comforted ourselves by remarking that "times are inopportune". A few minutes later we met an associate who, after hearing our explanation of our failure, chided us on our lack of salesmanship. We defended ourselves as best we could, which we thought sufficient, and proceeded, with little thought of being reversed.

Just then an elderly gentleman alighted from a car which had parked on the opposite side of the street. Upon recognizing my companions, he entered into a very sociable conversation, during the first few minutes of which I was introduced as electrical engineer, aviator, photographer, and jack-of-all-trades. The remarks passed to general subjects, not the least of which was the depression. As the conversation waned, my companions asked if he would not like to see some aerial views of his town, whereupon I handed him general views taken from two to four thousand feet altitude. Our friend complimented the views, but wished that his shops could have been shown to better advantage. This was my first inkling as to the business identity of my newly acquired acquaintance. (After our interview ended I learned that he was Vice-President and General Manager of the last firm we had visited.) A glance from my associate was sufficient. An aerial view of his shops taken at such low altitude as to require careful flying were at hand, and when presented, brought forth an exclamation of surprise and admiration.

Now our mutual friend inquired whether he could obtain two prints of this picture. I assured him that he could, by telling him that I had made just two prints of this negative, and produced the second from my envelope. He received them with appreciation and asked what he owed me. Upon receiving the counter question as to what they were worth to him, he countered again, and I named a figure which he unhesitatingly accepted, and reached for his pocket-book. I instantly assured him that I merely wished the figure to know what to put on a state-

(Continued on page 23)



NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

Prices with Fast Speed

9x 9	$30.00
10x10	32.00

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

Photographic Salesmanship

(Continued from page 21)

ment. He insisted, however, on paying at once.

The plumpness of his pocket-book caused us to wonder if a depression really existed. The payment of my now seemingly small amount closed the negotiation.

After we had passed other conversation and bade adieu, we retraced our steps to the other shops we had seen, because we had written in our minds a new rule: "Always attempt to see the individual having the highest personal interest in your subject!"

We had been seeing advertising managers who were working for salaries, but had no money invested. Their jobs were, of course, to make and save money for their concerns. The great difference between theirs and their employers' viewpoints was that they lacked the pride of ownership.

C. C. Moler,
American Photography,
March, 1933.

Latent Finger Prints

Finger print experts throughout the world have been anxiously awaiting a method whereby latent finger print impressions can be developed. Up to the present time the camel's hairbrush method has been used, but we are now able to announce a much more satisfactory article.

Latent brushers made of the finest and most delicate feathers are now available in sets of six assorted brushers. To use them you merely dip them in the finger print powder and apply gently over the surface of the suspected print, after which the print can be removed by the well known Supreme lifters we announced in a previous issue. The combination of Supreme finger print powder and lifters and a latent brusher is hard to beat, and we suggest that finger print experts and the heads of identification bureaus add a set of latent brushers to their equipment. Who knows, the results obtained with a latent brusher may be the means of a much desired conviction.

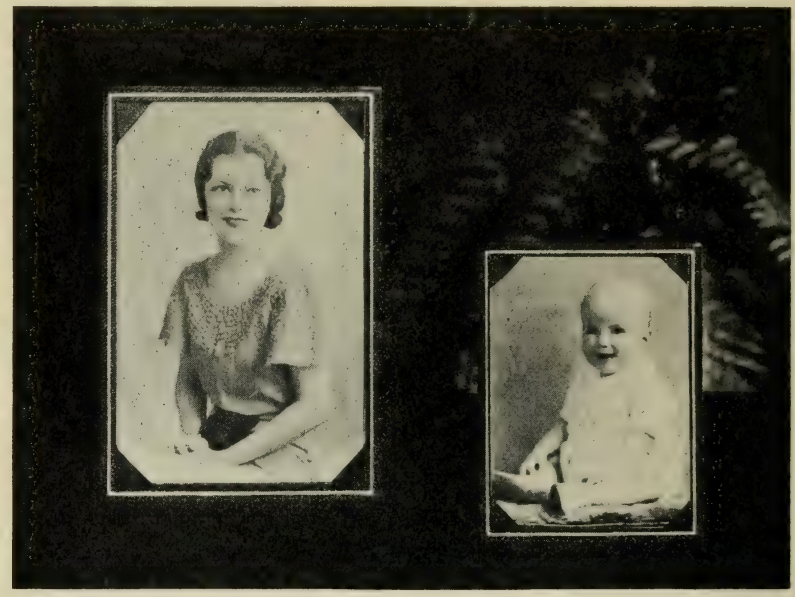
Price ..... $5.00 for set of 6

Your Money's Worth

A new lighting unit is now available, and while it promises to be a very popular model, it is also among the lowest in price. Imagine a reflector 11½ inches in diameter, 3 inches deep. The Photoflood bulb used with the reflector is properly centered. The socket is provided with a switch and the reflector is mounted on a substantial 2-section stand. When closed the stand is 30 inches long and when fully extended the center of the bulb is approximately 5 feet 10 inches from the floor. Six feet of rubber-covered cord and new style soft rubber plug are included. The outfit is handsome in appearance.

And now for the best part. The Friedlite, as the new outfit is called, is offered to you for only $4.00. We don't know how they can make them to sell for this price, so you had better place your order now.

New . . . . . Entirely Different



THE MENTO FRAME

Your customers will appreciate the style and quality of this new mode frame —a portrait from a finished order slipped into one of these attractive frames will very frequently result in an additional sale. And it can be used as a special offer with an order for photographs.

Colors: Black or Brown (with Kodaloid covering).

Sizes: 3x4 to 5x7.

Prices range from 25 to 42 cents each.

SAMPLE OFFER

For 36 cents we will send, postpaid, sample of the 4x6 size. Be sure to mention color wanted.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

I seen a headline in the paper what said Baer stops Schmeling.

It must have been one of those German papers, but I still cant see why a bear should stop smelling.

♣ ♣

The man what collects for our piano came one night and said your seven months behind in your payments. I says what of it—your company advertizes pay as you play and Im an awful poor player.

♣ ♣

Some people can tickle the ivory on a piano while others can only scratch their head.

♣ ♣

The repeal of the 18th Amendment will be broadcast over a national hiccough.

♣ ♣

The bottle hymn of the republic—Sweet Adeline.

♣ ♣

The hardest thing to get on a radio—money.

♣ ♣

I asked my girl if she knew how to use a needle and she says—sure—you dont use a fibre needle for jazz music.

♣ ♣

I heard a pretty piece over my radio. It was called the afternoon of a fawn.

I wonder what a fawn does when he has an afternoon off?

♣ ♣

Mary had a Thomas Cat,
That warbled like Caruso
'Till Mary took a baseball bat,
And now he doesn't do so.

♣ ♣

Now they have a automobile horn what sounds like a harp solo. That's warning a pedestrian.

♣ ♣

My analyze over the ocean
My analyze over the sea.
Oh, who will go over the ocean
To bring back my anatomy?

♣ ♣

I dont care for dancing because dancing is hugging to music, and I dont care for the music.

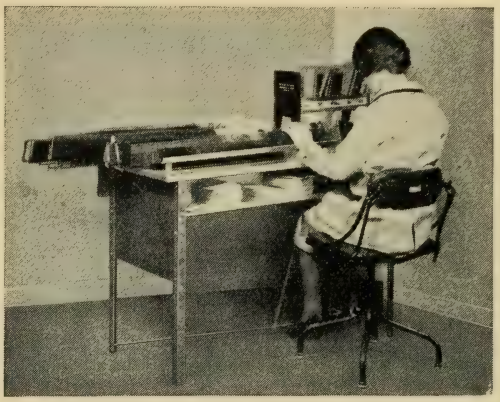
♣ ♣

Oh, no—I wonder if thats why my girl says I'm a bear.

♣ ♣

I see where a man claims he invented something new—a cloth mirror.

That aint new—he hasnt seen my blue serge suit.



Pako Film Cutter

Here is a new machine that is going to save a lot of time and money in finishing plants.

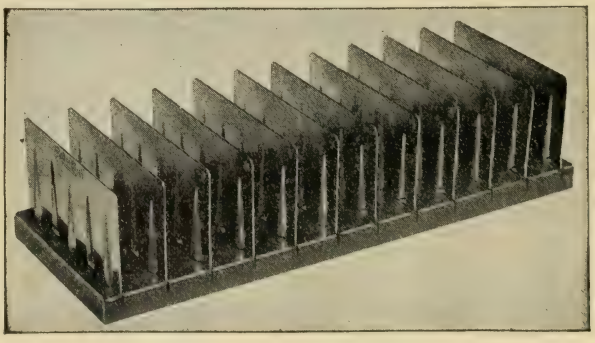
The PAKO film cutter is a compact unit that does away with the excessive time and uncertainty of film cutting on tables and with trimmers. In front of the operator is a convenient polished film trough along which the film is guided to the knife where it is cut smooth, clean and straight. Behind the knife is a lighted surface, enabling the operator to judge and sort films prior to printing.

A foot treadle operates the cutting knife. Behind the polished film trough are a series of partitions for filing film ready to be cut and sorted. You will note from the illustration that the order envelope may accompany the film through this operation.

The machine is made of metal entirely, and finished in polished and crackled enamel surfaces. Immediately under the cutting knife is a drawer for scrap. The PAKO film cutter will save many hours of time each week, and will soon pay for itself.

Price - $45.00

Pako Sorting Rack



PAKO Print Sorting Racks have finished wood bases with metal partitions — aluminum for lightness, beaded for strength and rigidity. They nest together for storage and will give years of service.

Price . . . $3.00 each

SODIUM SULPHITE

This is probably the most commonly used of photographic chemicals. Photographers use it in their developer to protect the solution from oxidizing because of atmospheric exposure. Sodium Sulphite is made from soda ash and sulphur.

Sodium Sulphite has many uses other than photographic, which means that there are many grades of this chemical according to the purpose for which it is used. Photography demands the very highest quality, and so-called commercial grades are not only unsatisfactory, but actually the most expensive. Photographic Sodium Sulphite should be of the highest quality because of the value of the work which is put through the solutions. The chemicals should be free from all impurities, should dissolve rapidly and be uniform in every respect.

Among the commercial uses of Sodium Sulphite, we might mention that it is used in mining as a depressant; it is added to prevent flotation of zinc and copper ores. It is also used to destroy the oxygen in boiler water, thereby preventing corrosion. All boiler water contains some oxygen, especially when used at high pressures. Certain forms of Sodium Sulphite and Sodium Bisulphite are used as a preservative in certain foods where danger to health is not involved. In the dye of fabrics, Sodium Sulphite is used with certain types of dyes to set the colors. It is used as antiseptic in some preparations, and is used for bleaching and to remove traces of chlorine from water.

And now for another use. It has been found successful for sterilizing beer kegs. Be sure that the Sodium Sulphite you use is not an inferior article made for commercial use, but is of the highest quality made expressly for photographic use. That is the only kind Hirsch & Kaye will furnish.

Miniature Cameras Call For Enlarged Paper Negatives

CHARCOAL BLACK, Grade F, is a thin Opaline Parchment sheet coated by Dassonville to meet the increasing demand for a thoroughly satisfactory enlarged negative paper. Adequately transparent and almost without grain, it gives fine negatives that are easily retouched. *Direct prints* on this versatile sheet hold all of the detail of modern photography, without gloss.

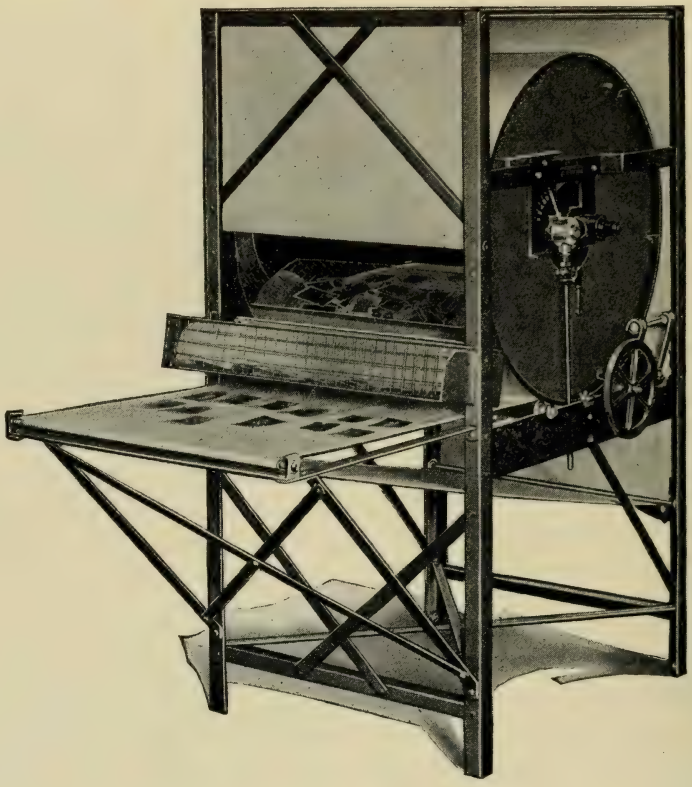
Printed by diffusion, and through the back of the paper, it has amazing luminosity and depth. Special instructions with every package.

Order a dozen today.



One way to keep prints from curling is to prepare a solution of five parts of glycerine, ninety-five parts of water. Place the prints in this solution for a few minutes before you run them through the ferrotype dryer. Glycerine for this purpose can be obtained from Hirsch & Kaye.

In making connections for the studio lamps with cables which are covered with a soft rubber, the photographer finds that the rubber will resist the knife. Wetting the knife will aid in cutting.



PAKO ECONOMY DRYER

Built to give the greatest Glossy Dryer value for the money.

A full sized practical, utility Dryer of ample capacity to handle the volume of the average photo finishing laboratory.

Drum same size as previous models.

Thermostatic control of heat to insure uniform quality.

Moderate speed at which prints dry without excessive heat.

Drying apron is endless and washable, easily changed when necessary, positively controlled against "drifting."

Rugged construction, frame is light weight and unbreakable—rollers run in ball bearings.

Universal Motor, 110 or 220 volt.

Average capacity 800 amateur prints per hour.

Price, including accessories, **$315.00**

Satisfactory Terms Can Be Arranged

Bargains for the Photographer

Pako Belt Dryer, electrically heated. Condition is excellent.
Bargain Price **$85.00**

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

CIRCUIT FILM

Surplus stock—fresh dating—6½ x 3 foot—regular emulsion.
Bargain Price, per roll **$0.65**

Beattie Norma Arc Lamp. Uses ⅜" carbons. **Bargain Price** **$75.00**

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price** **$135.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter. A complete outfit for **$260.00**

Electric Heater for heating trays of toning and similar solutions. Ready to be connected on 110 volt circuit. Uses 600 watts. **Bargain Price** **$9.50**

Oak Table with 22" square top. A real bargain for **$2.50**

Dark Oak Chair with round seat and 9-piece back support. Has swivel action. Another bargain for only **$1.75**

Light Oak Swivel Tilting Back Chair with castors.
A bargain for **$2.75**

30-Drawer Filing Cabinet, furnished in dark oak. Drawers are of five various sizes suitable for filing checks, letters and papers. Five drawers are missing, but no doubt can be replaced. A real bargain for only **$10.00**

Eastman Rotary Print Washer. Requires no motor as it operates by water pressure. **Bargain Price** **$32.50**

3A Compact Graflex and film pack adapter. **Bargain Price** **$27.50**

3A Roll Film Graflex with 7" F4.5 Velostigmat lens and carrying case. A bargain for **$55.00**

3A Roll Film Graflex with 5x7 B & L 1 C Tessar lens and carrying case. A real outfit for only **$60.00**

Alvista Panoram Camera. Uses 5x4 film, size of complete negative, 5x12 inches. A very practical metal panoram camera for only **$20.00**

2¼x3¼ R.B. Series B Graflex with F4.5 K.A. lens, film pack adapter and case. **Bargain Price** **$57.50**

4x5 Speed Graphic Camera with Graflex back. Camera has Xenar F3.5 lens, 16½" cm. focus in Compur shutter. Adapter and case are supplied complete for **$107.00**

8x10 Eastman View Camera with one film holder and carrying case.
Bargain Price **$45.00**

8x10 Home Portrait Camera with 20" bellows, 7x7 lens board and one film holder. Looks like new.
Bargain Price **$45.00**

Bargains for the Photographer

HAWKEYE CAMERAS

These are new cameras, and are excellent for resale at popular prices, and to be rented or loaned.

No. 2, Model C, 2¼x3¼

Single finder, uses 120 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each.....**63 cents**

No. 2A, Model B, 2½x4¼

Two finders, uses 116 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each.....**$1.00**

SERIES B COLOR FILTERS

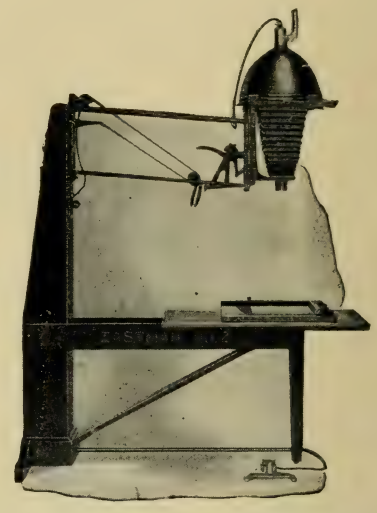
Equal in color value to W & W K 2 Filters

2¾ inch round in cap mount	**$3.75**
3¼ inch round in cap mount	**4.25**
4 inch round in cap mount	**4.75**
4½ inch round in cap mount	**4.90**
2¼ inch round in cap mount	**3.25**
2 inch round in cap mount	**3.00**
$1\frac{7}{16}$ inch round in cap mount	**1.25**
1⅜ inch round in cap mount	**1.25**
1⅛ inch round in cap mount	**1.10**
$1\frac{5}{16}$ inch round in cap mount	**1.25**

SERIES C COLOR FILTERS

Equal in color value to W & W G Filters

⅞ inch round in cap mount	**$1.10**
1⅛ inch round in cap mount	**1.10**
$1\frac{7}{16}$ inch round in cap mount	**1.25**
4½ inch round in cap mount	**4.90**



8x10 PROJECTION PRINTER

This will enable you to enlarge negatives up to and including 8x10. Detailed description on request.

Bargain Price **$275.00**
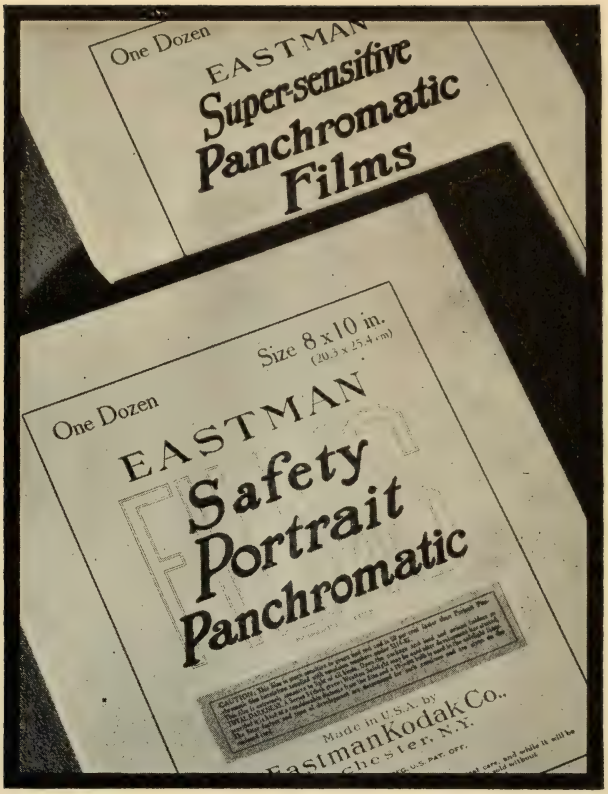
Terms as desired.

WRATTEN K 3 FILTERS

2 inch square, gelatin	**$0.30**
3 inch square, gelatin	**0.65**
1⅛ inch square, in B Glass	**1.10**
1½ inch square, in B Glass	**1.20**
1¾ inch square, in B Glass	**1.35**
2 inch square, in B Glass	**1.55**
2¼ inch square, in B Glass	**2.15**
2½ inch square, in B Glass	**2.25**
2⅜ inch square, in B Glass	**2.25**
2½ inch square, in B Glass	**2.25**
3 inch square, in B Glass	**2.75**
2 inch circle, in B Glass	**1.55**
2 inch metal cell	**3.00**

The supply is limited.

Order today.



Two fine fast Films...

COMPARED with the practice of even a few years ago, photographic portraiture has been revolutionized by the use of Eastman Super-sensitive and Portrait Panchromatic Films. Their extreme speed permits of short exposures with better expression and less waste. Complete color sensitivity largely eliminates retouching, produces more natural and pleasing tone values. You'll do better work with these fine, fast films. Eastman Kodak Company, Rochester, New York

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SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS



OPAL sells that extra Print

MAKE your sample prints so attractive that they will swell the order. Enlargements on Vitava Opal have the quality that will make many extra sales. Show samples on the new surfaces, G, H, P, or Q. Try the beautiful rough fabric surface of Z Tapestry—ideal for oil coloring. Your dealer can supply you. Eastman Kodak Company, Rochester, New York.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY

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THE

FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. IX JULY, 1933 No. 7



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San Francisco

Portrait HGS.

A Defender Film

Speed and Color Sensitivity with Safe Control

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(Nitrate or Safety Base)

PORTRAIT HGS
(Safety Base only)

PANCHROMATIC
(Nitrate or Safety Base)

COMMERCIAL ORTHO
(Nitrate or Safety Base)

X-F *(Extra Fast)* PANCHROMATIC SPECIAL
(Nitrate or Safety Base)

COMMERCIAL
(Safety Base only)

DEFENDER *Portrait HGS,* through its high sensitivity to green, assures fine, natural rendition of all warm colors; lowered red sensitivity brings in the convenience of ordinary darkroom manipulation.

DEFENDER *Portrait GHS* is high in speed, gradation and brilliancy—a beautifully balanced portrait medium.

There are other quality factors in *Portrait HGS* which await disclosure on first demonstration or trial.

●

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DEFENDER PHOTO SUPPLY CO., Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. IX JULY, 1933 No. 7



INTRODUCING—

FRED K. ORDWAY

Up in Alaska there is a photographer who is happiest when engaged in some adventure in the mountains, and from what we know of Alaskan mountains there is opportunity for adventure to satisfy any man.

Fred K. Ordway takes to Alaskan climate and conditions like a native son, but he is a New Englander. His father was welll known in the New England states as a moulder of iron. As a youth, young Ordway lived in New York City, now made famous by the sidewalks which furnished the playground for Al Smith. He studied mechanical and architectural draughting, electrical engineering and jewelry, but each in their turn was found monotonous and lacking in adventure.

About fourteen years ago, he found that he could make pictures, and more important, he found that he could sell them. The spirit of adventure called him to Alaska and when he arrived in Juneau, he found ready sale for his pictures. So much in fact that he established a small studio which he called the Alaska Scenic Views. But the people of Juneau preferred to refer to the place as Ordway's Photo Shop, which has since been adopted as official name of the studio.

Mr. Ordway tells us that photography fascinates him, for it gives him ample opportunity to pursue the spirit of adventure and to experience the joy of achievement. He has no desire to engage in any other business, but would like to retire some day and take a trip around the world. He is a member of the Elks, Chamber of Commerce, and is Past President of the Alaska Mountaineers' Club. He is especially interested in winter sports and taking pictures of unusual things in unusual places. At present he is chiefly interested in getting the most out of life, which, on second thought, is something that perhaps many of us overlook.



No man is in true health who can not stand in the free air of heaven, with his feet on God's free turf, and thank his Creator for the simple luxury of physical existence.

—T. W. Higginson.

Science, when she has accomplished all her triumphs in her order, will still have to go back, when the time comes, to assist in building up a new creed by which man can live.

—John Morley.

When you get right down to the root of it, "Busy" is not only the etymological (and there's a five-dollar word) source of business, but the actual source as well.

GEVAERT

S. S. S.-PRESS

Anti-Halo

— SPEED PLATES —

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GEVAERT

NOVABROM

K48-K49

White and Buff

ROUGH VELVET

●

NEW —GEVAERT PRODUCTS

▲ Gevaert, acknowledged leader in speed plates, presents a new emulsion, combining long scale, splendid latitude, and exceptional orthochromatism—plus a speed hitherto unapproached in an orthochromatic plate!

● The new Rough Velvets in NOVABROM are just right for general finishing and commercial purposes, and for prints from miniature negatives. A pleasing but not distracting surface texture—which colors remarkably!

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HIRSCH & KAYE
SAN FRANCISCO

What Constitutes a Good Portrait?

This question has often been asked, but there will be as many different replies as there are questions asked. It all depends upon the viewpoint and the purpose of the photographer. It is generally known that what is considered good by one, is considered very poor by another. It is difficult to get a jury of five, three or even two that will agree on the merits or demerits of all pictures submitted to them for comment. Perhaps the best answer would be to state that a really good portrait is one which answers well the purpose for which it was made.

Portraits serve many different purposes. A large carbon of the "Big boss" made for his office must be different from a small print of a nice boy, made for his sweetheart or mother. A giant bromoil transfer made for a sophisticated and wealthy art lover must be different from a glossy passport made for a third class round-tripper to Europe. A society lady will want a different portrait than the night club siren, and so on. The final judge is the person who ordered the portrait, and in a secondary way, the persons who receive the portraits from him are also judges.

The so-called "general public" will judge from a different basis than your brother experts in picture-making. The public will always consider three points:

1. Expression (pleasant, sweet, "cute" effects preferred).

2. General appearance of person and background (style, elegance, familiarity, sometimes grandeur and gorgeousness).

3. Immaculate, spotless appearance of print, (including neat packing and delivery).

Other photographers will judge from the standpoints of:

1. Composition (including posing, lighting, accessories, background, spacing or proportion, gradation of tone values, accent or emphasis, format, size and color of pictures, etc.)

2. Expert workmanship (materials and treatment, chemical quality of negative, and print, retouching, spotting, mounting, etc., to achieve a satisfactory final result).

3. Personal preference (many judges are swayed — often unknowingly — by their personal preferences; some hate long, white whiskers; others dislike sweet young faces; some like "straight" photography; some prefer "types"; etc.)

But after all this, it is still impossible to give you a definite order of specifications, because no matter what you do, some people will like your work and others will not.

Spotlight Converted

It is now possible to convert your Beattie Hi-Lite (Spotlight) from an arc to incandescent model. Mr. Beattie has perfected a novel device which can be installed in the lamp house in such a way that any time you wish to go back to the arc light you can do so. The attachment includes a non-tarnishable chromium mirror which is adjusted for three sizes of tubular lamp, 100-watt, 200-watt, and 500-watt. When the attachment is mounted on the focusing carriage originally installed in the lamp, the light may be changed from a small intense spot to a broad flood light.

The incandescent converter is offered without bulb for $6.50.

Save your copies of The Focus for future reference.

Every visitor to the California exhibit at the Chicago Exposition will be given a handsome booklet, containing 180 photographs of the State's scenic attractions.



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅞
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE COMPACT DURABLE EFFICIENT.

The best by test.

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

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HIRSCH & KAYE

The Journal of the Biological Photographic Association

Published quarterly.

The purpose of this Journal is to keep the biological photographer posted in the latest developments in photographic technic, and the proper use of equipment and materials in relation to the biological sciences. It will contain articles by authorities in the fields of biological photography. They will tell, in simple language, how to obtain what are ordinarily considered difficult pictures in the easiest possible manner. They will discuss new equipment and its uses. The Journal will have pictures and articles on advanced photographic apparatus constructed by the research workers in the photographic departments of the foremost American and foreign Universities, including Medical and Dental Schools.

It will be the most complete source of technical information for the biological photographer. This Journal is sent free to members of the Biological Photographic Association. The dues to this Association are $3.00 per year. For non-members of the Association the subscription price is $2.00 per year or 50 cents per copy.

If you are a producer of any type of biological photography, if you photograph anything that is alive or has been alive you can not afford to be without this association and publication to advance in your profession.

Subscription for 1 year.....$2.00

Place Your Order with
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←❖→

The ladder of life is full of splinters, but they always prick the hardest when we're sliding down.

—*William L. Brownell.*

Leroitype Cloth Sensitizer

This is a new preparation which we offer to those who desire to sensitize cloth for photographic process. Leroitype Sensitizer is scientifically made after extensive research and contains an invisible flexible sizing that cannot be seen or felt in any cloth. This sensitizer does not require a darkroom but has sufficient sensitiveness to print in one minute in the sun or three minutes under strong electric light. Permanent results are assured.

A colloidal effect has been obtained in the sensitizer so that each microscopic grain of silver does not come in direct contact with the various metals so frequently used in the manufacture of silk and imitation silk material.

A 2-ounce bottle sufficient to sensitize thirty-six average pictures is available at $1.00 a bottle. Hirsch & Kaye have it.

←❖→

Infra Red Photography

The article on Infra Red Photography which appeared in *"The Focus"* during February, March and April attracted much attention. The interest has been so great that we have now published the entire article in complete bulletin form. If you are interested in the photography of invisible objects by Infrad Red method, the bulletin will be helpful to you. Copies will gladly be sent on request.

←❖→

Most Failures Still Due to Poor Management

A study of the business failures in the United States and Canada from 1929 through 1932 shows that 62.7 per cent of them were due to faulty management and not to conditions that were beyond control.

LYFLAT

Photo-print Conditioner

Prevents excessive drying of prints with attending deterioration of paper.
Prevents cracking of glossy prints as they peel from the ferrotype tins or other drying surfaces.
Prevents glossy prints from sticking to drying surface.
Prevents cracking of prints during storage and handling.
Facilitates straightening of prints.
Allows single weight photographic prints to be folded without damage.
Allows prints to be embossed and die sunk without damage.
Facilitates mounting.
Imparts an agreeable feel to prints because it prevents hardening and stiffening.
Gives a finish to prints which takes and holds water color paint applied with an ordinary brush or an air brush.
Facilitates shipping by allowing use of mailing tubes.
Does away with the necessity of using a print straightener where prints are squeegeed.
Prevents buckling in folders.
Gives a desirable finished look and adds quality to your prints, thereby increasing the demand for your work.
LYFLAT may be used on any standard type of photographic paper. It will not injure the print nor cause fading.

One quart of LYFLAT is sufficient to treat over 1000 8x10 *prints.*

PRICE

LYFLAT Per Quart $1.00
LYFLAT Per Gallon $3.50

THE FAVORITE OF THE GRAPHIC ARTS



THE ORIGINAL ECLIPSE FORMULA

Opaque at a Single Stroke!

When you buy opaque, look for the time and money saving qualities offered in "ASCO"—

Will not crack or chip off.
Fast working—quick drying.
Rules perfectly with pen.

Fine lines can be cut in clearly and easily—Covers smoothly with thin film and it's

OPAQUE ON CLEAR GLASS WITH ONE COAT!

No. 0—2½ oz. $0.50 No. 2—18 oz. $2.25
No. 1—9 oz. $1.25 No. 5—Quart $7.50
Less 10% *in dozen lots.*

A trial will convince you of the many superior qualities of
"ASCO" OPAQUE

Order Today from HIRSCH & KAYE

What a Dependable Exposure Meter will do

You can recommend the Weston Meter as 100% efficient. Made 36 Redwood shots without an error, then made some duck pictures at daybreak with it and sold them and an article to a leading magazine. I am more than satisfied.—R. H. C.

WESTON UNIVERSAL EXPOSURE METER
$33.00

WESTON CINE EXPOSURE METER
$22.50

A New Eastman Film . . .
Kodak PANATOMIC Film

KODAK Panatomic Film is a panchromatic film of exceedingly fine grain, permitting generous enlargements from diminutive negatives.

Panatomic has all the speed you need—yet the grain is of almost atomic fineness. It has the same speed as N. C. Film in daylight, and is twice as fast by artificial light. This new film is intended primarily for use in miniature cameras, because users of such cameras favor enlarging from their small negatives. Filter factors are the same as for Super Sensitive Panchromatic Film.

Kodak Panatomic Film comes in a yellow carton with a blue-and-black saw tooth border. An "F" appears before the numerical designation.

In the finishing plant it is processed in the same manner and in the same solutions as Kodak Super Sensitive Panchromatic Film.

This new film will be supplied in three sizes: No. F-127 Vest Pocket, 8-exposure; No. F-117 for Rolleiflex cameras, 6-exposure; and a 30-exposure daylight loading roll for Leica cameras.

Prices are as follows:

No.	*Size*	*List Price Per Roll*
F127	1⅝x2½	$ .40
F117	2¼x2¼	.35
F Leica Roll		.70

Kodak Super Sensitive Panchromatic Film for Leica cameras is supplied at the following price:

	List Price Per Roll
SS Leica Roll	$ .70

HIRSCH & KAYE *have it!*

NOGRAIN
The Fine Grain Developer

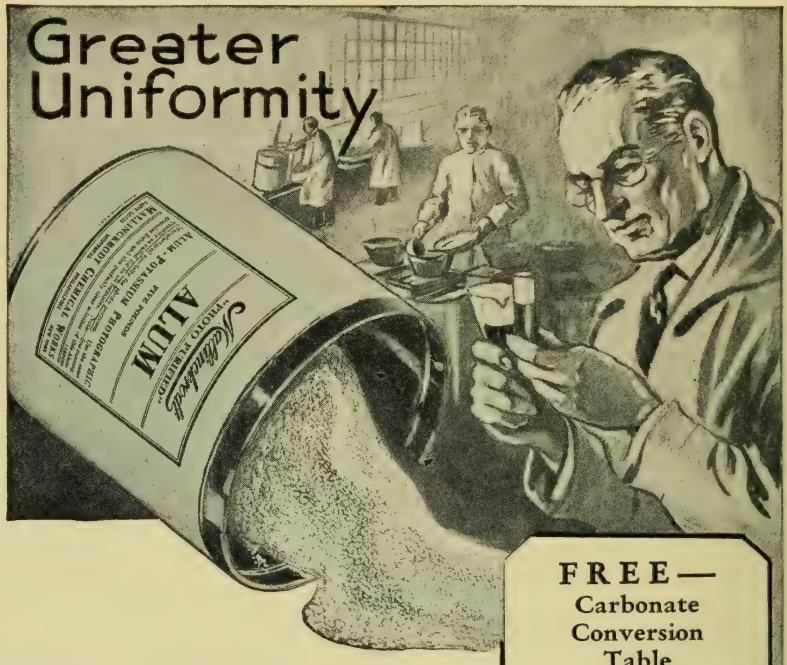
NOGRAIN is the result of a search for a developer that would fulfill the following requirements:

1. *A developer which would produce a fine grain image.*
2. *A developer that could be easily mixed.*
3. *A developer that would not stain.*
4. *A developer that was non-poisonous so that it might be used by persons with sensitive skin.*
5. *A developer which, while giving a fine grain image, would produce negatives with well graduated scale of tone values.*
6. *A developer which would take care of the average run of amateur films and give the best possible negatives under varying conditions of lighting, exposure, etc.*

NOGRAIN, as it now comes to you, meets every one of these requirements and once tried, its superiority is easily demonstrated.

A 25 cent package will make 26 ounces of fine grain developer.

Order a package today.



Mallinckrodt Photo Purified Alum flows freely from the container, and is as uniform as the exacting scientific accuracy can make it. It produces crystal clear solutions without filtering.

FREE—
Carbonate Conversion Table
Very helpful when changing from the varying Anhydrous to the permanent Monohydrated Carbonate.

THE same accuracy and control are used in manufacturing Mallinckrodt Photo-Chemicals as are employed in the production of over 1000 fine chemicals used in pharmacy, medicine and anesthesia. This extreme precision not only secures greater uniformity of the individual photo chemicals, but it makes each chemical work in more uniform harmony with the others.

Mallinckrodt

CHEMICAL WORKS

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New York - Chicago - Philadelphia - Toronto - Montreal

What's in the Recovery Act?

The new controls are designed to regulate industry by giving industry a chance to regulate itself.

FINAL passage of the National Industrial Recovery Act completes—for the moment—a far-reaching program of emergency legislation inaugurated when the Roosevelt administration took control of the government. Aim of the measure, as stated in the preamble, is "to provide for the general welfare by promoting the organization of industry for the purpose of cooperative action among trade groups, to induce and maintain united action of labor and management under adequate governmental sanction and supervision, to eliminate unfair competitive practices, to promote the fullest utilization of the present productive capacity of industries in order to avoid undue restriction of production (except as may be temporarily required), to increase consumption . . . by increasing purchasing power, to reduce and relieve unemployment, to improve standards of labor, and otherwise to rehabilitate industry."

Two Years—or More

Industrial control features are concentrated in one of the 2 sections of the bill, the other being devoted to the Administration's public works program —also designed to increase purchasing power and relieve unemployment. Their operation is limited to 2 years and they may be terminated sooner by Presidential proclamation. Actually, the end is not in sight.

They authorize the President, upon application of trade associations or groups, to approve codes of fair competition that (1) do not impose inequitable restrictions on participation, (2) do not promote monopoly or discriminate against small enterprises. Trade groups operating under such codes will be exempt from the anti-trust laws so far as these are in conflict with their activities. The President may further enter into special agreements with, and approve voluntary agreements among, individuals, trade, industrial and labor groups to serve in any way the general purposes of the act. In approving codes, he may reserve the power to make exemptions, direct changes, require reports as desired and to specify accounting standards.

If a trade association cannot agree on a code, the President may prescribe one for it. And, whenever he finds destructive wage or price-cutting or other destructive activities in progress and feels drastic action necessary to control them, he may impose a license system on the business enterprises involved, and suspend or revoke such licenses in case of repeated offenses. Licensing powers, however, are limited to the first year under the act.

Once a code has been approved or imposed on an industry or trade group it becomes a standard of fair competition therein and law merchant for the concerns it covers. Violations may be restrained by injunction. Violators may be prosecuted before a federal district judge by the Department of Justice and, upon conviction, fined $500 for each offense with each day's continuance of such violation counting as a separate offense. Operation by concerns under licensing control, either without licenses or in violation of license conditions, may be penalized by 6-month terms of imprisonment as well as by fines.

To prevent foreign competition from rendering a code ineffective or endangering domestic agreements, the President is further empowered to impose quotas on offending imports, to embargo them, to place importers under licensing control.

To safeguard labor under the opera-

(*Continued on Page 13*)



AN ALL-PURPOSE LENS for ALL-AROUND EXCELLENCE

Wollensak Velostigmat Series II f 4.5

In the Wollensak Velostigmat, Series II, you have a fine lens for many uses. Favored by portrait artists, commercial men and press photographers alike.

Compactness for home portraiture. Flat field for group photos. Speed for action snaps. And so versatile that copies and enlargements made through it prove excellent—satisfying.

Write today for our try-before-you-buy offer.

Wollensak Optical Co.

ROCHESTER, NEW YORK

The Recovery Act

(*Continued from Page 11*)

tions of the recovery act, codes of fair competition shall reserve to employees the right to organize and bargain collectively through representatives of their own choosing and to insure that no employee and no one seeking employment shall be required to join any company union or to refrain from joining, organizing or assisting a labor organization of his own choosing. Employers must comply with maximum hours of labor, minimum rates of pay and other employment conditions as shall be approved by the President on their initiative or as prescribed by him.

Finally, the act authorizes the President to set up special control provisions for the oil industry, to transfer to the Secretary of Agriculture administration of the new law at points where it touches industries handling agricultural products, and to delegate any of his functions and powers.

We have here an extension of governmental authority such as has never been tried before in the history of the country. The recovery act does not provide for government ownership or operation of any industry, as advocated by Socialists. It does not put the code-making power in the hands of the government in the first instance. It permits a group to organize itself and adopt its own code if it will—whereupon that code becomes mandatory upon all those in the trade or industry involved, whether or not they join the drafting body. The essential plan is to regulate industry by forcing industry to regulate itself.

No longer will the American citizen be able to exercise his "inalienable" right to go into business merely because he has the capital, the skill, the ambition, or the foolhardiness. His going into business and his activities in business will be matters of public policy determined by considerations of public welfare. If the measure works out according to plan, private profit will become incidental to the broad purpose of providing goods, services and time to allow us to live more fully. But there's a long row to hoe.

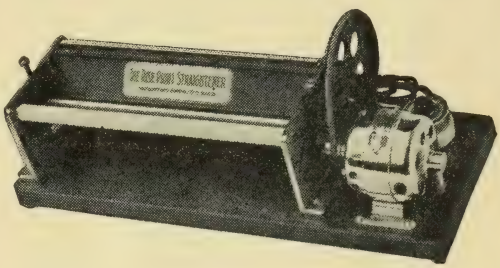
—*The Business Week.*

When You Send Us a Package by Parcel Post

Paste, or tie securely, your letter of instructions to the outside of the package. In addition to the postage you place on the package, be sure to place a three-cent stamp on the envelope containing your instructions. Return request and address should be placed on both the envelope and the package.

This will bring your package and instructions to us at the same time, enabling us to give you prompt service.

RISE PRINT STRAIGHTENER



After passing through this Straightener, prints will lie flat and they may be handled and sorted in half the time previously required.

Double weight prints may be made quite flexible and they are not liable to curl—a great convenience in mounting portrait prints in folders.

Model 4A—A. C. or D. C. motor drive, for prints up to 12 inches $45.00
Model 5A—A. C. or D. C. motor drive, for prints up to 18 inches 65.00
Model 6A—Hand driven, for prints up to 12 inches 24.00

Can be purchased on terms from
HIRSCH & KAYE







Our Salesmen Tell Us

Mr. Julius Epstein, San Francisco photographer, will leave July 1 to drive to New York. En route he will visit the Chicago Fair and expects to return to San Francisco by the first of October.

This is not a new experience for Mr. Epstein, for we understand that he has made several similar trips and considers a transcontinental drive an everyday experience.

♣ ♣

Mr. and Mrs. Jud Hawthorne of Los Angeles are planning a trip to the Big Fair in Chicago. If these reports continue to arrive, we may wonder if there will be enough photographers left for any of us to call on.

♣ ♣

That gives me an idea. Perhaps I can sell the firm on the idea that they should send me to Chicago to act as greeter for the numerous California photographers that will be there.

♣ ♣

Mrs. Merle Link Feltman of Taft has left for a 2-months vacation in Wyoming where she will visit her parents who, incidentally, are excellent photographers.

♣ ♣

Mr. and Mrs. S. B. Smith of the Alice Whitney Smith Studio in San Diego are covering the smaller communities in the desert country. We have heard from them at Victorville, Barstow and from other communities.

P. A. McDonough, formerly of San Diego, is now associated with B. W. Hellings, commercial photographer in San Francisco.

♣ ♣

Edwin W. Gledhill, Santa Barbara photographer, has left for a three-months' tour of the eastern states to see his son, Keith, compete in various tennis tournaments. His son is one of the outstanding tennis experts of the country, and when he completes the eastern engagements, will go to Europe for further competition.

♣ ♣

Mr. and Mrs. Jessup of the Shadowland Studio, Pittsburg, were recent visitors in San Francisco.

♣ ♣

We were glad to welcome **Mr. H. J. Amundsen** of the Hartsook Studio, Bakersfield, when he called with his two boys. Looks as though he will soon have ample assistance in his studio, provided the boys are willing to be photographers.

♣ ♣

The wedding of **Oscar Gustafson** and **Frances A. Anderson** took place at the home of the bride in Turlock, June 28. Mr. Gustafson owns a studio in Turlock.

♣ ♣

Louis Heilbron, of Parsons & Heilbron, Fresno, attended the International Kiwanis convention in Los Angeles.







Our Salesmen Tell Us

Joseph Stearn, of the Hartsook Studio, Stockton, has created a lot of interest in his unusual picture. It is an enlargement 30 feet long of Stockton harbor.

♣ ♣

The photographers of the Sacramento and San Joaquin valleys made merry at their picnic June 25. The event was well planned and we can truthfully resort to the time honored expression—a good time was had by all.

♣ ♣

The two sons, **Alex** and **Leo,** of **Tom Shoob,** Modesto, are attending the summer session of the University of California. Sort of a post graduate course after their intensive study in European Universities, from which they but recently returned.

♣ ♣

When **Mr. Bush** returned from his last trip to the south his first greeting was—It's cool in San Francisco.

♣ ♣

The sympathy of all photographers will go to **Mr. and Mrs. Du Pertuis,** of Merced. Their son was killed in a motorcycle collision in the state of Washington, while en route home.

♣ ♣

Recently we asked a photographer if he had had any interesting experiences. His reply will speak for itself. "At one time he had over $100,000 made in the sale of pictures. Then he was hurt in an auto accident which confined him to a hospital for seven months, and now he is in process of bankruptcy because of a legal technicality. These are a few, but why continue."

♣ ♣

Death came to **Mike Maher** on June 6 in a dramatic manner. Mr. Maher, recently the owner of San Francisco Portrait and Frame Company, was boxing with a relative on a ranch near St. Helena, when he tripped over a small stove and fell on his forehead, killing him instantly. In his younger days Mr. Maher was coast featherweight champion.

♣ ♣

In our office Naval engagements seem to be the chief subject of discussion. But not the kind you read about in history. First, Miss Eleanor Gerrie announced her engagement to Lieutenant Noble, U. S. Navy, and now Miss Alma Elmi has followed suit (not to the same lieutenant, of course). Miss Elmi's husband-to-be is on the U.S.S. Lexington.

♣ ♣

A University of California co-ed narrowly escaped death when she insisted on living up to her promise to eat her hat when she lost a wager. The felt proved poisonous.

Miniature Frames—Popular—Attractive



No. 924
GOLD
Convex glass.
With velvet sliding back.

Size	Price
3¼x4¼	$1.80



No. 922
GOLD
Convex glass.
With velvet sliding back.

Size	Price
3¼x4¼	$1.50



No. 925
GOLD
Convex glass.
With velvet sliding back.

Size	Price
3¼x4¼	$1.50



No. 920
GOLD
Convex glass.
With velvet sliding back.

Size	Price
3¼x4¼	$1.50

Order Today from HIRSCH &



No. 910
GOLD AND BLACK
Convex glass.
The latest novelty in miniatures. An exceptionally attractive swing design that is making an instant hit wherever shown. Be sure to include this in your order. It sells itself.

Size	Price
3¼x4¼	$4.50



No. 945
GOLD
Flat glass. With suede sliding back.

Size	Price
3¼x4¼	$1.10



No. 525
SILVER
Convex glass. With velvet pin back.
Each in gift box.

Size	Price
3¼x4¼	$1.80



No. 0114
GOLD
Convex glass. With velvet slide back.
Each in gift box.

Size	Price
3¼x4¼	$1.80

Your Usual Discount Applies.

Three Half-hours Weekly

All over the country people are going back to work, plants on half-time or shut down entirely are resuming operations, banks are steadily re-opening and returning money to circulation, many are getting pay increases—not large, it is true, but a raise is a raise nevertheless. Already photographers are beginning to notice an improvement in their business.

If photographers are to reap any permanent advantage from bettered conditions, they will have to do several things, they will have to produce photographs which are better, or at least different from those of the cheap competitor. They will have to retain their present reduced prices and not try to return to those in force a few years ago. Continued action will be necessary in getting State and local laws passed regulating the practice of photography. Action must be taken in line with new laws being passed by Congress. The two last are discussed by me more thoroughly in an article elsewhere in this issue. Prices I have already covered in previous editorials and articles about the new method of pricing by the piece instead of the dozen or half-dozen, with a basic camera charge.

There will be few conventions this year, and photographers will have to rely on their own resources for improving their standards of work. There are the demonstrators, of course, and the photographer who does not pump every demonstrator for all the information to be had and who does not set him busy back of the camera to show any new lightings or poses is missing his best bet. Aside from this photographers are not yet working full time, nor will they be for some months to come. There is spare time which should be put to use. Lay aside on your schedule a half hour on each of three days a week and stick to it religiously. Use that half hour for work in the camera-room with a model, any model, experimenting in lighting and posing. Dig out some of those annuals or photographic books you have been neglecting. Pick out illustrations which appeal to you as having sales possibilities and put in your time trying to duplicate them with your lighting equipment. Do this, steadily, half an hour a day, three days a week. It will be an investment which will produce handsome returns.

—*Charles Abel.*

(A list of helpful books appears on the opposite page.)

Quick Repairs to Film Sheath

The metal which forms the holding groove or slot around the edges of a film sheath is often accidentally mashed down flat, even touching the body of the piece. It happens frequently and is a mean thing to repair without suitable tools. Take two old post-card size film spools. Lay the damaged sheath on some smooth hard surface. Work the thin edge of one of the spool ferrules along and into the mashed groove of the sheath, which will easily raise and lever it up even with the rest of the edge. Pull the ferrule off another spool. Whittle a bit of the end of the wood flat. Press this down on top of the burring, working it back and forth over the bruised portion held up by the edge of the ferrule in the slot. This smooths out and eliminates any trace of a dent, leaving the groove open and free for the film to slide through. Makes a quick and easy job of repairing for this aggravating but common incident.

PHOTOGRAPHIC TEXT BOOKS

Title	*Author*	*Price*
Aeroplane Photography	Ives	$4.00
Art of Retouching Negatives	Johnson	2.50
Art Principles in Practice	Poore	4.00
Barnet Book of Photography	Wastell	1.00
Bromoil Printing & Transfer	Mayer	2.50
B. & W. Photo Diary		.75
Cash from Your Camera	Snyder & Barlaban	1.50
Chemistry for Photographers	Flint	2.50
Cinematography & Talkies	Cameron & Dubray	4.00
Color Photography	Wheeler	3.75
Commercial Photography	Charles	2.00
Complete Photographer	Bayley	5.00
Complete Press Photographer	Bell	2.50
Dictionary of Photography	Wall & Mortimer	3.00
Fine Art of Photography	Anderson	3.50
Free-Lance Journalism	Mallinson	1.50
Fundamentals of Photography		1.00
Handbook of Motion Picture Photography	McKay	3.00
How to Hunt with the Camera	Nesbit	5.00
Illustrative Photography in Advertising	Williams	3.00
Intensification & Reduction	Wall	1.00
Laws which Affect the Photographer	Parker	3.00
Money Making Ideas for Portrait Studios	Abel	4.00
Motion Picture Directing	Milne	3.00
Motion Picture Projection	Sloane	5.00
Photo Engraving Primer	Horgan	1.50
Photographic Amusements	Fraprie & Woodbury	3.00
Photographic Art Secrets	Nutting	3.00
Photographic Chemicals & Chemistry	Southworth & Bentley	1.50
Photographic Emulsions	Wall	5.00
Photographic Enlarging	Bayley	1.50
Photographic Printing Processes	Wheeler	2.50
Photographic Technique	Hibbert	.85
Photographic Workroom Handbook	Blumann's	1.00
Photography & Fine Art	Bailey	2.50
Photography, Its Principles & Practice	Neblette	6.50
Photography of Colored Objects		.50
Photogravure	Cartwright	3.50
Photomicrography		.50
Pictorial Composition & Critical Judgment	Poore	4.00
Pictorial Composition in Photography	Hammond	3.50
Pictorial Landscape Photography		2.00
Pictorial Photography, Principles & Practice	Anderson	3.50
Practical Color Photography	Wall	3.00
Practical Photography Series		.40
Principles of Pictorial Photography	Gillies	3.50
Profitable Photography for Trade Journals	Snyder	.40
Retouching & Finishing for Photographers	Adamson	1.25
Science & Practice of Photo Printing	Snodgrass	3.00

Write for a more detailed list of books.

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast
Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

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ST. LOUIS



Prices with Fast Speed

9x 9	$30.00
10x10	32.00

NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE
PANCHROMATIC FILM

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

REELITE

More than a Convenience—a Necessity

How often you have wished for an extension light in your workrooms! Especially if you could reach for the light, use it, and with a wave of your hand—have it disappear until again wanted.

That is just the service a Reelite installation will give you. A Reelite consists of a round shell in which is a spring reel, on which a rubber covered cord is automatically wound. Pull the cord out as far as you need it and it will wind up of its own accord when no longer required. There are two models.

Reelite 1506

This is the smaller of the two models. It is intended to be attached to wall, bench or any vertical surface. The supply cord for attaching to light source is 16 icnhes long; the winding or work cord—6 feet long. The shell is 1 inch thick and 5 inches in diameter.

Price - $6.50

Reelite 1534

This is a larger fixture with greater range of adjustment. The shell is 6 inches in diameter three inches thick and contains 10½ feet of cord, heavily protected with patterned, non-slip rubber. A composition key socket is attached to this cord. An adjustable stop regulates the amount of cord left out of the shell when rewound. When only a short length of cord is required, the spring is so constructed that the cord can be stopped at intervals of four inches. Model 1534 is fitted with thread to be screwed into standard conduit and fixture outlets.

Price - $10.00

Order from HIRSCH & KAYE
Your Logical Source of Supply

Cooper Hewitt Tubes

PRICE REDUCTION

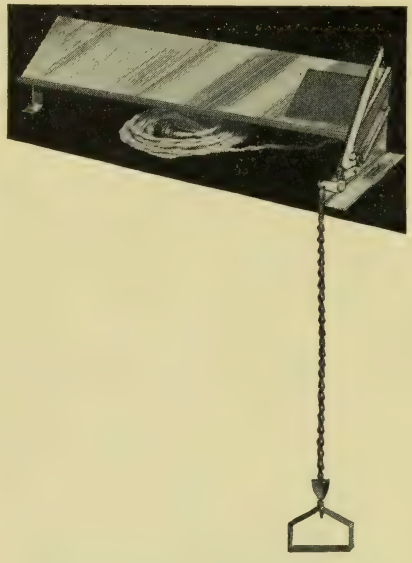
Effective at once, list prices of New Improved Cooper Hewitt Tubes will be as follows:

50″ x 1″ clear glass, straight tube	$14.50
22″ x 1″ " " " "	12.00
50″ x 1″ " " "U" shape, D.C. tube	19.00
50″ x 1″ " " "U" " A.C. "	20.00
50″ x 1″ " " "M" " D.C. "	22.00
50″ x 1″ " " "M" " A.C. "	23.00

All Prices F.O.B. Warehouse, Hollywood.

Barre Film Cutter

Table Model



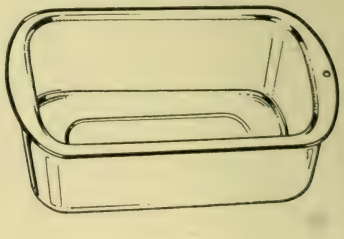
The Barre Film Cutter enables you to cut your roll film into individual negatives as readily as you inspect the rolls. It is quickly attached to a table or bench by screw holes provided in the base, or for temporary installation, you use a clamp such as we furnish with each cutter.

The Barre Film Cutter consists of a nickel-plated panel set at a convenient angle with the lower edge of the panel turned up at right angle. This forms a ledge along which you draw the film. At the right hand edge of the panel is an opening covered by a piece of ground glass 3½x4 inches. Below the ground glass is a small electric bulb which illuminates your negatives and tells you just when to operate the cutting blade.

Cutter consists of a self-sharpening blade with a cut of more than five inches. A coil spring holds the blade in an open position. Attached to the cutter is a chain of adjustable length. At the bottom of the chain is a stirrup. Place your foot in the stirrup, exerting a slight downward pressure and the blade closes and cuts your film in the twinkling of an eye. In actual operation it is estimated that you will cut your film at the rate of a negative a second or faster. The panel is 20 inches long and can be used on any table or bench, and is far more convenient and satisfactory than shears or any home-made device.

The equipment will last a lifetime and is priced complete with lamp and ready for use at only $20.00, or three payments of $7.00 each.

NO. 170 HYPO FIXING BATH



An inexpensive tray of triple coated white enamel—acid-proof inside and outside. It takes prints up to 11x14; has raised panel in bottom, making for easy handling.

16x11½x5 inches $1.75

Order Today from HIRSCH & KAYE

Photography and N. I. R. A.

The July meeting of the Associated Photographers of the San Francisco Bay District was held in Oakland July 11. The meeting was of unusual nature and future history of the Association, and photographers in Central California may look back at the meeting as one of the milestones in the progress of photography.

The meeting was originally announced to be held in the Assembly Room of the Oakland Chamber of Commerce, for the purpose of discussing the National Industry Recovery Act and its relation to photographers. So many responses were received that the day of the meeting it was found necessary to engage larger quarters, and the Hotel Leamington very generously offered their larger Assembly Room. Approximately one hundred and twenty-five people attended the meeting, including photographers from Santa Rosa, Sacramento, Stockton, Salinas and other points closer at hand.

The meeting was opened by President Kee Coleman with an appropriate address that made everyone feel at ease and in a friendly, receptive mood. He outlined the history of the Association, which is now three years old, and explained that the territory covered by the group extended from Petaluma on the north, to San Jose on the south, but did not include the Sacramento and San Joaquin Valley photographers, who have a very effective Association of their own. Secretary Kathleen Dougan read the minutes of the previous meeting, after wihch President Coleman introduced the first speaker, Mr. Arsanell of the foreign and domestic department of the Oakland Chamber of Commerce. The speaker mentioned the activity of various groups in their desire to comply with the provisions of N.I.R.A. and offered the co-operation of the very effective Oakland Chamber of Commerce to help photographers organize and prepare their own code and regulations.

He was followed by another speaker, an Assemblyman from Alameda County. State Assembly Bill No. 2400 was the subject of his discussion, but we were told that inasmuch as the bill was still in Committee, it was still far from becoming a law. Bill No. 2400 is a companion bill to the National Industry Recovery Act and gives the State the same regulatory power which the National Act gives the Federal Government. Various amendments were explained, and the attitude of the State Legislature on this subject was explained.

As a diversion, Carl W. Jones of the Master Photo Finishers Association and East Bay Commercial Photographers Club, put on a dramatized talk on photography in which he produced a piece of monks' cloth which had been in use in one studio for twenty-four years. Eleven other studios were found to have similar cloth in their show windows. A comparison of modern and ex-modern pictures followed. Mr. Jones stressed showmanship in his interesting talk.

It should be mentioned that a delegation of twelve members of the Sacramento-San Joaquin Valley Photographers Association attended this meeting.

The next speaker was Fred Schneider of Stockton, a past president of this group. Evidently the provisions of the Recovery Act are being considered by many photographers, individually and collectively. Mr. Schneider quoted a recent ruling of the United States Supreme Court by which he brought out the fact that photographers are subject

(*Continued on Page 27*)

The Child Record Album



An Aid to
INCREASE PROFITS

The best means to increase sales is by developing new business. Now, more than ever before, is the time to concentrate on photographing children. Do not overlook the possibilities in your most potential customers —the children.

In this connection, many studios will welcome the CHILD RECORD ALBUM as a means of developing this business.

Price $1.00 complete with three leaves for six pictures, either 4x6 or 5x7 size.

Sample will be sent, postpaid, on receipt of the above price, and you will receive full particulars as to special sales plan.

Send for a sample now—be sure and mention size wanted.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

July is the big month in American histery.

♣ ♣

Its the month we got independence.

♣ ♣

But we didnt figure on Congress, farm relief, income taxes, crooners, and our modern improvements.

♣ ♣

I was reading in a history book where a Big man said we don't need no army. He says if we had a war, a million free men would spring to arms overnight.

But he didn't say whose arms.

♣ ♣

Speaking of war, do you know the U. S. Navy has the biggest Saratoga ship?

♣ ♣

The tree soldiers are in the woods. Next year youll see a new bonus army in Washington to collect the poison oak bonus.

♣ ♣

You know,—President Roosevelt should be able to run the ship of state. He picked out the Hull.

♣ ♣

Los Angeles has a new mayor. No more Porter—O'Shaw (he's not Irish!)

Theres a new rule now what says all orders to Mexico should have eight (8) copys of the bill. Maybe the government has cut down on the scratch paper allowance at the custom house.

♣ ♣

Now that we're off the gold standard, blondes wont be so popular.

♣ ♣

Heres good advice you dont need. Dont buy anything back East. Keep your money in the Vest.

♣ ♣

I see a lot of titles after the names of a lot of our customers. Some are L.L.D.—M.D.—D.D.S.—C.E. and others—C.O.D.

♣ ♣

Need any red ink? Better buy it now. There not selling as much and the price is going up.

♣ ♣

I've got a bright idea that will help you. I'll try to get the firm to put on all our envelopes and packages—something like this—

POSTMASTER

Give this man good service
He buys from Hirsch & Kaye
And is used to it.

JERRY.

E. K. MIDORI

Retoucher
Alteration Expert

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RETOUCHING

By expert of years
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MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

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COMPLETE SERVICE
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322 ELLIS STREET SAN FRANCISCO
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Finishing Plant
for Sale

Modern finishing plant located in downtown San Francisco is offered for sale. Owner desires to return to Europe. Full details by writing to Box 2327. "THE FOCUS."



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens
Equipment

KORONA
PANORAMIC VIEW
CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of
Fine Cameras, Lenses and Apparatus

Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

Photography and N.I.R.A.

(*Continued from Page 23*)

to the provisions of the Recovery Act, contrary opinion previously expressed to the contrary. Mr. Schneider was followed by Mr. O'Gara of the San Francisco Better Business Bureau who, because of his position, is well informed as to what is being done by other merchants. Among the various bills before the State Legislature is one which makes it a misdemeanor to sell articles or service at less than cost in order to destroy competition.

Mr. O'Gara was followed by Mr. Burkett, also of the Sacramento Valley group, who introduced his associates who were present at the meeting. After a cordial invitation extended to all present to join the Associated Photographers of San Francisco Bay District, and a timely address by Mrs. Coleman, the meeting adjourned, feeling that the day of unfair competition is practically over.



We learn that copyright fees are now increased to $2. The former charge was $1. Application for copyright forms should be made to the Register of Copyrights, Washington, D.C. ,

VELOUR BLACK CANVAS

Current coatings of Velour Black *Canvas* are made on a fabric that is specially treated to lie flat in developing, fixing and washing and particularly after rack-drying. Photographs on *Canvas* have had a tendency to curl and roll up.

This latest refinement in the manufacture of Velour Black *Canvas* is in line with the continued improvement of this original Defender product since its introduction in early 1930.

The *Canvas* of the present is a very practical medium for the making of exceptional photographs, many of which are worked up into pretentious oil-color reproductions in landscape and portraiture. The Velour Black emulsion permits excellent photography—Velour Black *Canvas* projections are often sold with no after treatment whatever, except varnishing. For work in transparent or opaque oils—or a combination of both—there is no finer medium than the Velour Black *Canvas* print.

$22.50 Renews Your PAKO Printer Head

A printer out of contact—where masks are warped or bent—where paper guide is warped or bent, making prints slightly out of square—where the link or rocker arm is worn—can make a mighty lot of difference in print quality.

If any or all of these things are wrong with your Model A, B, or Junior PAKO printer head, send it in to us and let us re-condition it for you. We will completely overhaul it, putting in new parts where needed and make it good as new. The cost—$22.50, transportation extra.

Kalart Photoflash Synchronizer

This is the device used by press photographers on their cameras. With it, you can ignite the flash bulb and trip the shutter of your camera at the same time.

The synchronizer itself is a small device, considerably smaller than an average shutter, which is attached to the shutter, at the cable release opening. The cable release is then attached to the synchronizer.

Before inserting flash bulb into socket for each exposure, wind the knob one full turn. This breaks the electrical contact. Rewinding the knob should be the first operation after each exposure.

Pull up the plunger pin. This permits focusing and resetting of shutter. Exposure can be made only with the cable release. The finger release will not fire the bulb.

The battery case, furnished as part of the outfit, is mounted on the camera by the thumb screw turned into the tripod socket of the camera. The thumb screw is removable and the battery case is reversible for either left or right hand side of camera. The reflector slides into the bayonet slot provided in the rear of the battery case and the cable leads plug into the front.

Considerable latitude of adjustment of the synchronizer is obtainable. The synchronizer can actually be timed to suit the speed of individual shutters.

Price—New Model 'W', Includes Kalart Synchronizer, battery case, batteries, and chrome-plated reflector $18.00

Many Uses for Traceolene

Traceolene, a thin, flexible, semi-transparent material, will be found useful in many of the daily studio operations. It will not discolor when placed before a lamp. True color of light is therefore obtained with complete diffusion, yet with a minimum loss of candle power.

Traceolene transmits about forty per cent more light than can be obtained from the same capacity lamp with any other diffusing medium.

Softness and freedom from grain can be attained in enlarging by placing a sheet of Traceolene next to the sensitized paper, and projecting the image through the Traceolene.

As Traceolene is moisture-proof, it permits printing from wet negatives. It is merely necessary to squeegee the Traceolene to the negative, making certain to remove all air bubbles. The sensitized paper may then be placed in contact and the printing done in the usual way.

Traceolene has an etched surface which will take ink either from printer's type or from the typewriter and, when so imprinted, can be placed between the negative and the sensitized paper, thus producing a clean, neat title.

Similarly, the material can be worked up with pen, pencil, air brush, oil color or crayon sauce for negative background effects.

PRICE

Package of 10 sheets, 8 x 10	$ .75
Rolls 140" long x 22" wide	2.80

Bargains for the Photographer

HAWKEYE BOX CAMERAS

Sell them—
Rent them—
Loan them!

No. 2, Model C, 2¼x3¼

Single finder, uses 120 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each.....**63 cents**

No. 2A, Model B, 2½x4¼

Two finders, uses 116 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each.....**$1.00**

SERIES B COLOR FILTERS

Equal in color value to W & W K 2 Filters

2¾ inch round in cap mount	$3.75
3¼ inch round in cap mount	4.25
4 inch round in cap mount	4.75
4½ inch round in cap mount	4.90
2¼ inch round in cap mount	3.25
2 inch round in cap mount	3.00
$1\frac{7}{16}$ inch round in cap mount	1.25
1⅜ inch round in cap mount	1.25
1⅛ inch round in cap mount	1.10
$1\frac{5}{16}$ inch round in cap mount	1.25

SERIES C COLOR FILTERS

Equal in color value to W & W G Filters

⅞ inch round in cap mount	$1.10
1⅛ inch round in cap mount	1.10
$1\frac{7}{16}$ inch round in cap mount	1.25
4½ inch round in cap mount	4.90

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter. A complete outfit for **$260.00**

Electric Heater for heating trays of toning and similar solutions. Ready to be connected on 110 volt circuit. Uses 600 watts. **Bargain Price**.....**$9.50**

Oak Table with 22" square top. A real bargain for **$2.50**

Dark Oak Chair with round seat and 9-piece back support. Has swivel action. Another bargain for only **$1.75**

Light Oak Swivel Tilting Back Chair with castors.
A bargain for **$2.75**

30-Drawer Filing Cabinet, furnished in dark oak. Drawers are of five various sizes suitable for filing checks, letters and papers. Five drawers are missing, but no doubt can be replaced. A real bargain for only.....**$10.00**

WRATTEN K 3 FILTERS

2 inch square, gelatin	$0.30
3 inch square, gelatin	0.65
1⅛ inch square, in B Glass	1.10
1½ inch square, in B Glass	1.20
1¾ inch square, in B Glass	1.35
2 inch square, in B Glass	1.55
2¼ inch square, in B Glass	2.15
2½ inch square, in B Glass	2.25
2⅜ inch square, in B Glass	2.25
2½ inch square, in B Glass	2.25
3 inch square, in B Glass	2.75
2 inch circle, in B Glass	1.55
2 inch metal cell	3.00

The supply is limited.

Order today.

Bargains for the Photographer

NEWCO FLASH POWDER

Your choice of the following grades: Universal, Extra Fast, Slow, and Flash Bag.

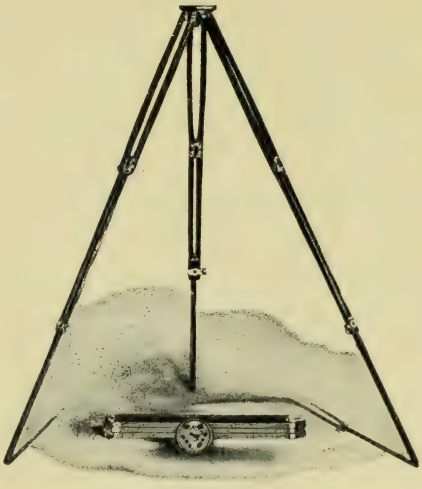
2-oz. bottles ..... **$0.75** each net
Lots of 6 ..... **$0.62** each net

RUBY GLOBES FOR FLASHLIGHTS

Will fit average pocket or hand model flashlight, so it can be converted into an emergency ruby lamp. A handy thing to have.

Price ..... **20 cents**

NUMBER 3½ COMBINATION TRIPODS

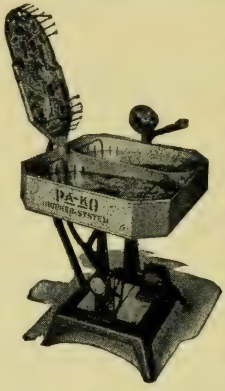


Length closed ..... 22½ inches
Length opened ..... 55 inches
Weight ..... 4 pounds
Diameter of head ..... 5¼ inches

New Tripods

Bargain Price $5.00

PAKO ROCKER SYSTEM



This is a dry-hand method of handling prints — speedier, more economical and a protector of quality.

500 to 600 prints hourly is an easy average to maintain. Operates with about 25 per cent of operator's time. Requires no skill. Carries your prints through short stop, hypo, wash and drain without wasting time or effort—without wetting a finger.

This is a demonstrator, condition like new.

Pako Rocker System

Complete, including 1 Hypo Tray, 1 Short Stop Tray, 1 Wash Tray (Pat. outlet), 1 Time Indicator, 1 Drain Stand, 4 Print Carriers, and 1 Motor equipped Rocker and Base **$160.00**

11x14 F&S PRINTER

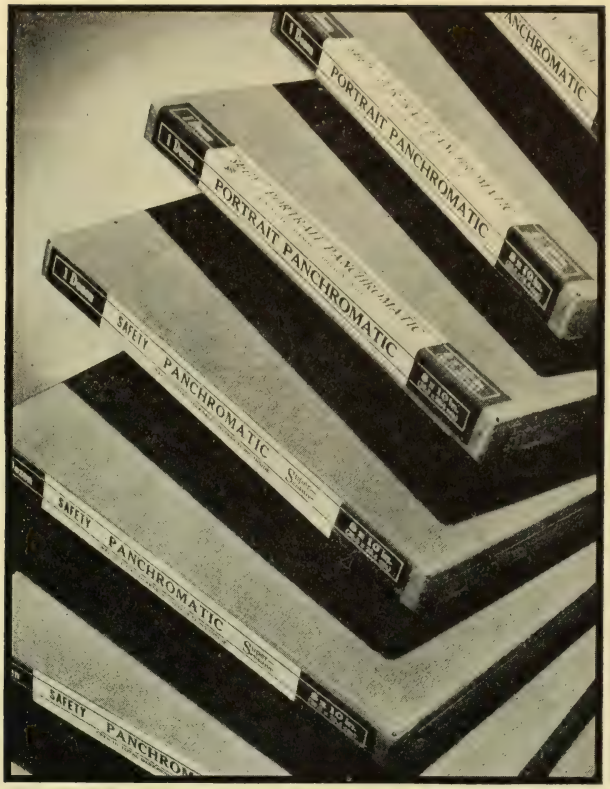
Foot Treadle Model.

Bargain Price $39.50

VAKAGRAPH PRINTER

Without number device but with six masks. Can be used as border or regular printer.

Price **$45.00**



FROM AN ORDEAL TO A PLEASURE

PHOTOGRAPHY of today can be different from that of a few years ago. You have the tools to make it so.

Eastman Super-sensitive or Portrait Panchromatic Films enable you to change the portrait sitting from an ordeal to a pleasure, and with more satisfactory results.

When these fast films are used, shorter exposures, less posing, better expression, and more natural tone and color rendering will make your portraits more desirable then ever before—the demand for them more spontaneous. Eastman Kodak Company, Rochester, New York.

EASTMAN

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS



OPAL Makes Extra Sales

YOUR customer doesn't see individual print characteristics. But the combined pleasing texture, warmth of tone, and sparkling brilliance of the print on Vitava Opal produce a general quality effect every one appreciates. Show Opal samples and you will increase extra print sales. Eastman Kodak Company, Rochester, New York.

VITAVA OPAL PAPER

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY

SPECIAL COLLECTIONS

THE

FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. IX AUGUST, 1933 No. 8


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WITHDRAWN

ZION CANYON FROM UNION PACIFIC LODGE
ZION NATIONAL PARK, UTAH

Photo by Union Pacific R. R. Co.

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

VELOUR BLACK...

FOR PRINTS BY PROJECTION

THE PIONEER paper for large print making by projection. Excels in those attributes which make for economy and artistic satisfaction:

SPEED
QUALITY
SIMPLICITY

For complete description of Velour Black including the *Defender Specials*
IVORA
and
VELOUR BLACK CANVAS

Write for Revised
DEFENDER BOOK

Surfaces marked with asterisks are also obtainable in—
VELOUR BLACK SOFT
VELOUR BLACK CONTRAST

SURFACES

*A	*White Semi-Matt, S.W.*
*B	*White Semi-Matt, D.W.*
*C	*White Matt, D.W.*
D	*White Platinum Matt, D.W.*
DD	*White Rough Matt, D.W.*
*DL	*Velvet Grain White Lustre, D.W.*
*EL	*Velvet Grain Buff Luster, D.W.*
EP	*Buff Platinum Matt, D.W.*
ER	*Rough Buff Matt, D.W.*
LER	*Rough Buff Matt, D.W. Light Tint.*
ES	*Smooth Buff Matt, D.W.*
F	*Veltex, S.W.*
I	*White Rough Matt, Med. Wgt.*
J	*White Platinum Luster, D.W.*
K	*Buff Platinum Luster, D.W.*
KK	*Rough Buff Luster, D.W.*
LKK	*Rough Buff Luster, D.W., Light Tint.*
N	*Matt, S.W.*
*S	*Glossy, S.W.*
*T	*Glossy, D.W.*
Y	*White Silk, D.W.*
Z	*Canvas.*

IVORA *Sensitized Film Base for Miniatures, etc.*

DEFENDER PHOTO SUPPLY CO., Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by Hirsch & Kaye
239 Grant Avenue, San Francisco

Vol. IX AUGUST, 1933 No. 8



INTRODUCING—
Wendell Phillips

If ever a man had claim to being a real native son of California, Wendell Phillips can make this claim. His grandfather crossed the plains as a guide with Kit Carson, which you will recall was before the gold rush of '49. In those days fortunes were easily made and equally easily lost, and his grandfather went through this experience three or four times. He was especially interested in mining. His father now owns approximately 500 acres near Healdsburg in Sonoma County.

When Wendell Phillips was a boy it was intended that he be a minister, but something caused this plan to be changed. The boy had his own ideas, and wanted to be a banker. His first experience with photography was in 1912, and in the past twenty years Mr. Phillips has owned and operated his studios in Tacoma, Topeka, Kansas City, and Spokane. He is now in San Francisco. He is happily married to one of the finest helpmates and co-workers, the kind that every photographer dreams about. We tried to obtain his opinion on hobbies, golf in particular, but he tells us that inasmuch as he was born during the Gay Nineties, he is not old enough to take up golf.

Photographically, his specialty is the portraiture of children. In this field he has made quite a reputation and continues to specialize in child photography, although not to the exclusion of other work.

←⁂→

It is a privilege to live at a time when the new wagon trains begin their journey across the rivers of doubt and the mountains of selfishness, to the plains beyond, where our destinies lie; an ordered and conscious government of the kind our ancestors conceived when they started this government.

←⁂→

The Dollar You Spend

The dollar you spend is helping a friend
The same time 'tis working for you.
Puts shoes on the feet of the man on the street
By giving him something to do.
The dollar you spend is helping to mend
Hearts that are burdened with care.
Pays for food kiddies eat—milk, bread and meat—
And the clothes they are needing to wear.
The dollar you spend is helping to fend
Off the specter of worry and woe.
At the end of his rope brings a small ray of hope
To the man who will reap what you sow.
The dollar you spend will pay in the end
In interest that comes from within,
When you're helping another—a friend or a brother—
To fare forth with courage to win.

—*Pathfinder.*



FREE Carbonate Conversion Table *. . . makes it easy to convert formulas specifying variable Anhydrous Carbonate to stable Monohydrated Carbonate. Mailed on request.*

HAVE you ever enjoyed the satisfaction of using free-running Carbonate that is always the same strength regardless of weather conditions? Mallinckrodt Monohydrated Photo Carbonate is non-caking. It always contains 85% Sodium Carbonate in damp or dry weather.

Mallinckrodt

CHEMICAL WORKS

Second and Mallinckrodt Sts. ST. LOUIS, MO.

New York - Chicago - Philadelphia - Toronto - Montreal

A Tip from Practical Experience

By An "Old Hand"

The cheapest and one of the most effective remedies for the treatment of under-exposed parts of a negative is always at your hand in the form of a bottle of ordinary red ink.

When children get their arms and legs sunburned you know how the intense brown will photograph entirely too dark, especially in contrast with white or very light garments. Ladies will have red or brown necks, causing retouchers much anxiety and necessitating an extra application of lead. Hair of the golden or henna hue will also come much too dark.

Commercial workers find dark and heavy shadows, particularly in machinery, and there is need for very careful dodging to satisfy their more exacting customers. Unless the work is done on the negative the making of prints becomes very tedious.

The simple remedy for all of these troubles is to dilute red ink—one part of ink to four parts of water, and to apply this solution with a brush or tuft of cotton to the under-exposed parts of the negative on the back of the film.

A little experience will enable one to determine how much color should be applied. If the part treated is found to print too light, immersion in water will rapidly reduce the stain as required. Try this stunt on a discarded negative to judge its effectiveness and you will find many uses for it.

Won't Let You Forget!

An attractive instrument of great service to MEASURE TIME in intervals of one second to two hours is found on page 13 of this issue. Used constantly by hospitals, doctors and dentists, chemists, photographic and laboratory technicians; in domestic science departments of schools and colleges; in gymnasiums, beauty parlors, bakeries, canning factories, vulcanizing, heat treating, electro plating, bakelite molded products industries—where processes must be accurately timed.

In the home—to time the cooking, baking, cold pack canning, steam pressure cookers, music lessons, appointments, Amos 'n Andy, etc.

LYFLAT

Here is an Anti-Curl Solution which every commercial and portrait photographer has been long in need of. Glossy prints that are bathed for a few minutes in this solution after final washing will dry flat when squeegeed, also other surfaces which are not squeegeed. Single and Double weight prints will not curl when dry.

Another feature of this solution is that the emulsion surface is left pliable so that plate sunk embossing can be done without cracking the emulsion and commercial illustrators and photo engravers can block out with colors on the face of the glossy prints without fear of the paint leaving the surface.

LYFLAT can be diluted one half to equal parts of water according to the weight of the print used.

1 quart of concentrated LYFLAT solution	$ 1.00
1 gallon of concentrated LYFLAT solution	3.50
5 gallons of concentrated LYFLAT solution	15.00

Order Your Supply Today from HIRSCH & KAYE



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¾
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅛
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New
INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

Photography by Invisible Infra-red Radiation

For several years photography by invisible infra-red radiation has received wide public attention through the newspapers and the scientific press, but until quite recently commercial photographers and advanced amateurs have been concerned only with photography by visible light. Photographic materials sensitive to visible light have amply met the requirements of these groups, even for distant landscapes—which were photographed with a panchromatic emulsion and a red filter for eliminating haze.

Plates sensitive to invisible infra-red light have been extremely useful to scientists, especially astronomers. Moreover, because this light penetrates through hazy atmospheres far better than visible light, such plates have been used successfully for photography at great distances. A mountain at a distance of 331 miles has been clearly recorded on such a plate.

Enterprising press photographers, hunting for unusual pictures, have used infra-red-sensitive plates within the past few months to make some remarkable distance views from New York's tallest buildings, showing clearly scenes that are never or practically never visible to the eye because of a blanket of obscuring haze.

Recent improvements in infra-red-sensitive plates, both in speed and in the character of their infra-red sensitivity, make them more practical for the use of photographers who wish to take advantage of the special results and the unusual effects they offer. This information is contained in a current announcement by the Eastman Kodak Company.

Photography at considerable distances is perhaps the widest present possible use of infra-red-sensitive materials. They may also be used for fantastic night effects by daylight, or to produce a nearby landscape of unusual character. The blue sky photographs black while green foliage, which is a very strong reflector of infra-red, photographs a silvery white.

Photographs "in total darkness" are another trick possible with these plates. Deciphering of obscure documents is a practical use.

For several years the Kodak Research Laboratories have supplied plates for infra-red photography under the names "Eastman Extreme-red Sensitive" and "Eastman Infra-red Sensitive." Recent advances in the preparation of sensitizing dyes have made it possible to manufacture improved plates, and these plates are now standardized under the following designation:

"Eastman Infra-red Sensitive Plates, Type I-R."

"Eastman Infra-red Sensitive Plates, Type I-P."

"Eastman Infra-red Sensitive Plates, Type I-K."

The Type I-R plates are recommended for general infra-red photography, including landscape work, documentary photography, etc., and for the infra-red photography of non-luminous hot bodies, such as flatirons and furnaces. These plates permit the shortest possible exposures to be given.

The Type I-P plates are a somewhat faster variety of the plates previously sold as "Eastman Infra-red Sensitive." They are suitable for "photography in total darkness" (with a Wratten Filter Number 87 covering powerful tungsten lamps.)

The Type I-K plates are those previously supplied as "Eastman Extreme-red

(Continued on page 15)







Our Salesmen Tell Us

O. W. Swanlund was recently a candidate for school trustee in the city of Eureka. The vote was very close, so much in fact that it was decided by absentees. He philosophically tells us he missed all the grief of the job, but enjoyed all the publicity.

♠ ♠

Marjory Bridge, Berkeley photographer, has returned from an enjoyable mountain trip. She obtained a number of unusual pictures with her new Prominent Camera.

♠ ♠

Ruth Cavanaugh, also of Berkeley, has just returned from an extensive trip to the state of Washington, combining business and pleasure.

♠ ♠

W. W. Parsons, of Parsons and Heilborn, Fresno, spent his vacation at Carmel.

♠ ♠

B. C. Morgan announced the opening of his new studio in Mountain View.

♠ ♠

Mr. A. Hirsch recently returned from his vacation after living on water for two weeks. Yes, it's a fact. He has a house boat near San Rafael. (Confidentially, we stole this one from Jerry.)

After the June issue of *The Focus* was mailed, we received a picture from **Mrs. John F. Rabe,** of Quincy. The picture is a view of a train-load of California fruit en route east, but taken in the Feather River canyon, instead of the Royal Gorge. Quite a coincidence, for in a few days the train would be on D. & R. G. tracks in the Royal Gorge. Who knows, it may actually be the same train!

Mrs. Rabe tells that on return trips these cars contain as many as 200 men, and women, too, en route from one place to another in search of work.

♠ ♠

The new Graflex catalog just published contains an excellent full page action picture made by a California photographer, **Carol G. Land** of Placerville.

♠ ♠

Olin W. Tait died at his home in Mountain View July 12, after a series of operations. After his most recent operation he seemed on the road to recovery and actually took on weight, but suffered a sudden relapse. Our sympathy goes to Mrs. Alice C. Tait, his widow.

♠ ♠

Beauford Fisher announces the opening of his studio in Pacific Grove. Mr. Fisher has been in the Monterey section for some time.

New Eastman Papers

The following additions were announced in the P.M.C. line of enlarging papers:

P.M.C. No. 2, SW —Medium and Extra Contrast
P.M.C. No. 9, DW—Extra Contrast
P.M.C. No. 10, DW—Extra Contrast
P.M.C. No. 11, DW—Extra Contrast
News Bromide, SW—Extra Contrast

Azo P 3 DW and P 5 DW are also added to the expanding Azo line. These new papers are available at regular P.M.C. News Bromide and Azo prices.

Probus

After nearly thirty years of faithful service, Probus holds its position in the photographic world as the paint that is more than a paint. There is nothing just like it. Ask Lieber's to send you a can of this wonderful preservative that makes wood, fiber or tin trays, sinks and shelves, alkali, acid, rust and waterproof.

Nothing that can happen to us, no misfortune that can befall us seems quite so important at the time, as the first dent in the fender.

We Do Our Bit

Every piece of mail that leaves our office contains an enclosure that is intended to help make people picture minded. These leaflets go to our retail trade, and to our sources of service and supplies, in San Francisco, to California and points in all the western states, and even to factories in eastern states.

Two different styles have already been printed and are in process of distribution. Others will follow. Here is a reproduction of one style.

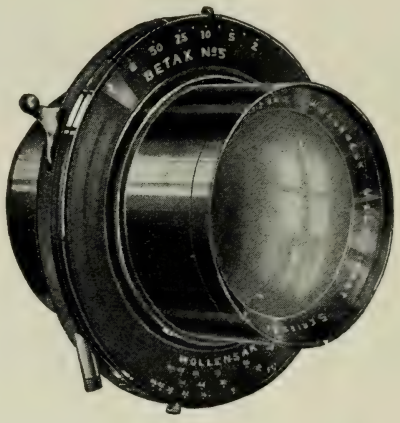
What do ***you*** think of the idea?



EVERY thoughtful and considerate man should provide his family with a portrait of himself as he is today. How long since you were photographed?

See the photographer in your neighborhood—
Make an appointment today.

HIRSCH & KAYE — SAN FRANCISCO



THREE LENSES IN ONE—

Wollensak Velostigmat

Series 1a f6.3-f7.7

Three fine anastigmats for the price of a single lens—that's the Wollensak Velostigmat Series 1a.

Both long-focus single elements may be used alone. Like the doublet, each is fully corrected. Triple-convertible feature gives larger images—finer perspective—superior telephoto effects.

Prove these claims yourself. Write today for liberal trial offer.

Wollensak Optical Co.

ROCHESTER, NEW YORK

Showcase Showmanship

It's not too early to start thinking about your Fall print display.

When you select prints for display in your street showcase, bear one thing in mind; you are trying to interest people who know nothing about pictures, and what is to you an extraordinary example of photographic technique, may be just another photograph to passers-by.

Every business man who displays his wares is trying to stimulate a desire in the casual window shopper to come in and buy. This is particularly true of the photographer. His display must make those who examine it stop and think. "Isn't that marvelous work! I'll bet this chap could make a swell picture of me."

Even though the passer-by probably will not come in immediately to sit for his portrait, he will be really impressed. But give him time. He'll remember.

The display is much more impressive if only three or four excellent photographs are used in it. Don't try to crowd all the samples you have into the case. The person who stops to look will rarely take more than one sweeping glance at such a collection, and will carry away rather a jumbled idea of what sort of pictures you make.

Impress them! Pick three or four beautiful prints, well mounted and with wide borders. Arrange them attractively, preferably against a background of some dark, rich-looking cloth. And change the display at regular and rather frequent intervals. You probably will have to make special prints, but what of it? The cost is negligible, especially in proportion to the number of otherwise undiscovered prospects created.

It may sometimes be difficult, but try to keep the glass in the case clean. Inclement weather and dirty hands give short shrift to transparency, but to secure the full effect of the display, the glass must be spotless.

Take the same attitude toward your display as you do toward other advertising. Spend plenty of thought on it —maintain a dignified level—watch for new ideas—and get busy!

(*The Sensitizer*)

See Our Frames

Photographers who visit our establishment are now invited to see our complete line of frames for which display space has been made available on the Third Floor. Here we can show you the full line of metal and miniature frames as well as our popular wood frames.

It is really worth a trip to San Francisco to see these frames. The display is so arranged that you can readily compare any one frame with any other style, and because of the importance of frames to your entire sales policy, we urge you to come and see the display which has been prepared with considerable effort for your convenience.

Twelve Things To Remember

1. The value of time.
2. The success of perseverance.
3. The pleasure of working.
4. The dignity of simplicity.
5. The worth of character.
6. The power of kindness.
7. The influence of example.
8. The obligation of duty.
9. The wisdom of economy.
10. The virtue of patience.
11. The improvement of talent.
12. The joy of originating.

—*Marshall Field.*



He is not only idle who does nothing, but he is idle who might be better employed.—*Socrates.*

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset

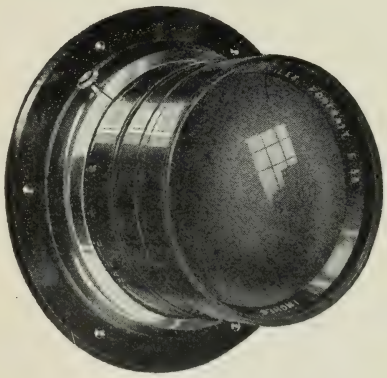


HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY ROCHESTER, NEW YORK

Eastman View Camera 33

The "Eastman View Camera 33," for 5 by 7 pictures, has been announced by the Eastman Kodak Company.

The new camera, rightly constructed and easily manipulated but inexpensive, is expected to find its principal use in the hands of commercial and portrait photographers who have need for a second camera.

This camera, currently going on the market, has a simple rising and falling front, and horizontal and vertical swing back; a single extension bed; back focusing operated by rack and pinion; and sufficient compactness to allow the use of wide-angle lenses. It has a reversible ground-glass back fitted with a cut-off board that permits making two exposures on a 5 by 7 film or plate. The bellows has an extension of 13 inches. The lens board measures 4 inches by 4.

The Eastman View Camera 33 will be sold equipped with either a film holder or a plate holder. The weight of the camera is 4¾ pounds. The finish is flat walnut and nickel.

For illustration, see back cover.

Hirsch & Kaye *will furnish your Camera on budget terms.*

The many friends of **A. S. (Gus) Hofmeister** will join with us in our sympathy for his bereavement. Mrs. Hofmeister died after an operation, leaving four motherless children for Mr. Hofmeister to look after.

Oscar Maurer announces the opening of his new studio on lower San Pablo Avenue in Oakland.

W. G. Connell of Dinuba was a recent visitor in San Francisco.



Electric $9.50

"Measured Time"

Electric

Accurately times periods from one second to two hours. On a predetermined minute, gives clear-toned signal, loud or soft, long or short. Conveniently set from the front. A credit to the most attractively appointed laboratory, workroom, or office. In rich black, or ivory.

Alternating current only. Standard 110 V. 60 C. Other cycles special.

Just the thing for supersensitive pan film.

Hirsch & Kaye *Have It*

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

MATILDA S. RANSDELL
495 - 27th Avenue San Francisco
Telephone BAyview 4584

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Retoucher
Alteration Expert

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SAN FRANCISCO
WEst 2611

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



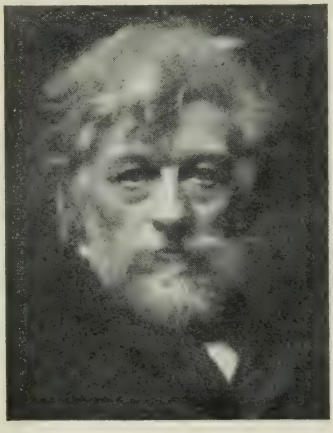
5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

For Finer Projection Prints



CHARCOAL BLACK

A river cannot rise above its source: a print cannot be more beautiful than the paper it is made on. **CHARCOAL BLACK** brings to landscapes and portraits alike the inimitable charm of the most beautiful papers the world's mills can produce.

Every sheet guaranteed perfect.
Test strips in every package.

HIRSCH & KAYE
have it!

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by
HIRSCH & KAYE

INFRA-RED RADIATION

(Continued from Page 7)

Sensitive." For most purposes, the new Type I-R plates will take their place.

For infra-red photography with these plates, the Wratten A (Number 25) Filter may be used on the lens of the camera. Other red filters (Number 70, Number 89A, etc.), are equally effective but offer no advantages. The Number 87 filter, which transmits no visible light, must be used, over the light source, for "photography in total darkness"; but it can be used only with Type I-P plates.

In infra-red photography it is important to avoid the use of hard-rubber slides in plate holders, the Kodak Company's announcement warned. Such slides are translucent to infra-red rays unless the rubber contains sufficient composition to make them opaque. Fibre-board slides and metal slides are safe in this respect.

Note—A reprint of a complete previous article on Infra-Red Photography, in bulletin form, is now available at Hirsch & Kaye on request.

California Sales Tax

"Focus" readers in places outside the State of California have probably heard of the now famous (?) sales tax. It may be unnecessary to explain that the tax does not apply to sales made to persons outside the State of California. It is only we who are privileged to live in glorious California who may participate in the tax.

California photographers and dealers who would like to have a prepared chart to show the amount of tax for any sale are invited to write to Hirsch & Kaye for charts, which are available for distribution. These charts will save much time and will insure accuracy when you compute the amount of tax, which, after all, is relatively small.

Almost as soon as the Tax Law became effective, questions arose as to the status of photographers. We had our own opinion, but thought that the responsibility for the decision should not be our own, and we asked the State Board of Equalization to give us a ruling. We have just learned that photographers should not add a tax to the portraits, commercial prints or photo finishing they deliver. On the other hand, within the interpretation of the law, photographers will be asked to pay the tax on their supplies.

←❖→

The Associated Photographers of San Francisco Bay District

On July 28, the Associated Photographers of San Francisco Bay District held a meeting in the San Francisco Chamber of Commerce rooms. The purpose of the meeting was to stimulate memberships and a suggested code was presented and accepted by all members present. This is of course a regional code and will be offered to the National Association to express the wishes of the Bay region photographers.

The meeting was conducted by Kee Coleman, president of the Association.

(Continued on Page 23)

METAL FRAMES



No. 1933

No. 1933
PROSPERITY FRAME

"A Business Getter."

Gold frame with black, ivory or green border and sliding suede back.

For 8x10 prints $2.00

No. 705

For Quality Portraits.

GOLD OR SILVER

With black glass border.

Size 7x9⅜ $7.00



No. 705

METAL FRAMES



No. 990 R
GOLD OR SILVER
With velvet sliding back.

Size	Price
4¾x6¾	$3.00
6x8	$3.00
7½x9½	$3.00
10x13	$6.00



No. 781 R

GOLD OR SILVER
With velvet sliding back.

Size	Price
4x6	$3.00



No. 931
GOLD
Flat glass.
With suede sliding back.

Size	Price
3¼x4¼	$1.00



No. 990 D

Double Folding.
GOLD OR SILVER
With velvet sliding backs.

Size	Price
7½x9½	$6.00

METAL EASEL FRAMES



No. 702
GOLD
With black glass panels.
Velvet sliding back.

Size	Price
3¼x4¼	$3.00
4x6	$3.50
4¾x6¾	$4.00



No. 737
GOLD OR SILVER
Velvet back.

Size	Price
4¾x6¾	$3.75
7x9⅜	$5.00



No. 946
GOLD
With black or ivory border.
With velvet slide back.
Convex glass.

Size	Price
3¼x4¼	$1.50



No. 52 R
GOLD
Convex glass.
With velvet slide back.
Each in gift box.

Size	Price
3¼x4¼	$1.80

MINIATURE FRAMES



No. 0113

GOLD Convex glass.

With velvet back—held by friction rim. In gift box.

Size	Price
3¼x4¼	$2.50



No. 526

ROSE GOLD

Convex glass. With velvet pin back. Each in gift box.

Size	Price
3¼x4¼	$3.50



No. 2978

GOLD

With choice of black, white, red, green, dark blue, or light blue glass panels. Velvet pin back. Outside size 4⅜x5⅝ with center opening 3 1/16 x 4 1/16. Cardboard kit for 3¼x4¼ opal plates included. Each in gift box.

Size	Price
3¼x4¼	$3.50



No. 2983

GOLD

Convex glass.

Beautiful inlaid design in a choice of black, red or green colors. With velvet pin back. Each in gift box.

Size	Price
3¼x4¼	$5.00

WOOD SWING FRAMES



No. 508
SILVER OR PLATINUM

Sizes	Price
7x9⅜—7x11	$1.20

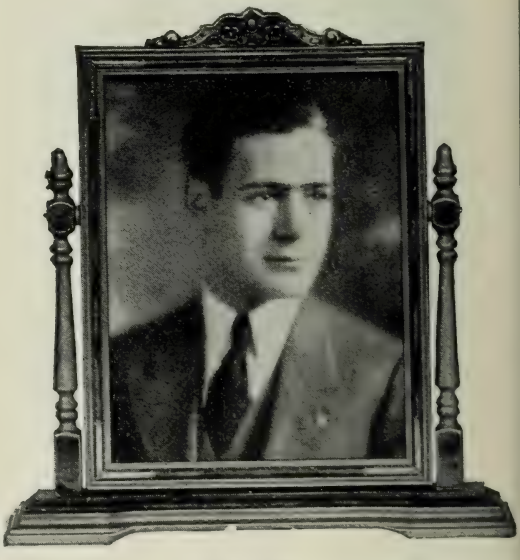


No. 125
PLATINUM
Sizes:
4x6—4¾x6¾—6x8—7x9⅜ Vertical
6¾x4¾—9⅜x7 Horizontal
Price $1.80



No. 129
PLATINUM

Size	Price
7x9⅜	$2.00



No. 159
SILVER OR PLATINUM
Sizes 4¾x6¾—7x9⅜
Price $1.80

Above prices do not include glass or backs. Extra for glasses, 20c each, list. Backs, 5c each, list.

WOOD EASEL FRAMES



No. 171
PLATINUM
With sliding suede easel back.

Size	Price
7x9⅜	$1.50



No. 172
PLATINUM
With sliding suede easel back.

Size	Price
7x9⅜	$1.50



No. 179
PLATINUM
With sliding suede easel back.

Size	Price
7x9⅜	$1.50



No. 1853
PLATINUM
With sliding suede easel back.

Size	Price
7x9⅜	$1.50

Above frames are complete with glass and sliding backs.

for perfect pictures

GEVAERT

plates

S.S.S.-Press A-H
Super Press A-H
Super Chromosa A-H
S.S.S. A-H
S.S.S. (plain)
Sensima Ortho
Studio
Ortho Process
Postcard
Lantern Slides

films

Studio Ultra Pan
Studio High Speed
Universal Ortho
Commercial
Process
EXPRESS Superchrome—
Cut Film
Filmpack
Rollfilm
Film for Leica
Cine
35 and 16 MM., Positive and Negative

papers

Novabrom
Artex—
Projection
Contact
Novagas
Novaflex Contact
Novarex
Printex
Ronix

GEVAERT PRODUCTS are carried by HIRSCH & KAYE, San Francisco

THE GEVAERT CO. of AMERICA, INC.

423-439 West 55th Street . . . . . NEW YORK
160 E. Illinois Street, at Michigan Avenue . . . CHICAGO
345-349 Adelaide Street, West . . . . . TORONTO

Master Finishers Adopt Code

The Master Photo Finishers of Northern California held a meeting in the Merchants' Exchange Building, San Francisco, Saturday evening July 29. Approximately 45 finishers were present, which is by far the largest attendance at a meeting of this kind. The meeting was opened by President Don Webb of San Jose, and soon settled down to the business of discussion of the code which had been prepared by the committee.

While limit of space will not permit publication of the final code as amended and adopted, we can tell you of some of the outstanding provisions. The code provides that the maximum number of hours per week will be forty. The minimum wage will be $15.00 per week for forty hours. Part-time workers will receive a minimum wage of 37½ cents per hour. There is to be no reduction in the wages paid to skilled labor.

Every photo finisher, regardless of the number of employees he may have is to maintain a cost finding system and accounting method. The revised price list is to be the standard at which regular work is to be billed. Maximum discount to agencies will be 30% with an additional 5% for cash if bills are paid by the 10th of the month following date of purchase. Special work not provided for on the list may be billed at the cost of production, plus the cost of material, plus 10% profit.

All secret allowances, rebates, commissions and unearned descounts are a violation of the code. Misrepresentation or misleading statements as to the quality of your own work or that of your competitor constitutes a violation of the code.

It will be a violation of the code directly or indirectly to give or offer money or anything of value to any agency that cannot be given to all agencies. It will also be a violation of the code maliciously to entice away the employee of a competitor for the purpose of injuring him, free enlargements, free developing or any form of free service will be a violation of the code.

The matter of minimum time of service caused considerable discussion, and while many members preferred 24-hour service, others wanted service 8 hours, 6 hours and even 4 hours. The matter was finally referred back to the committee for further discussion and action. And at the time this report is written, no definite information was available on this subject.

With membership rates reduced, it is now possible for everyone to join the Association. If and when the code is adopted and you are not a member of the Association, you must then obtain a license from the Government to assure the Government that you will conform to all the provisions of the code.

Associated Photographers

(Continued from Page 15)

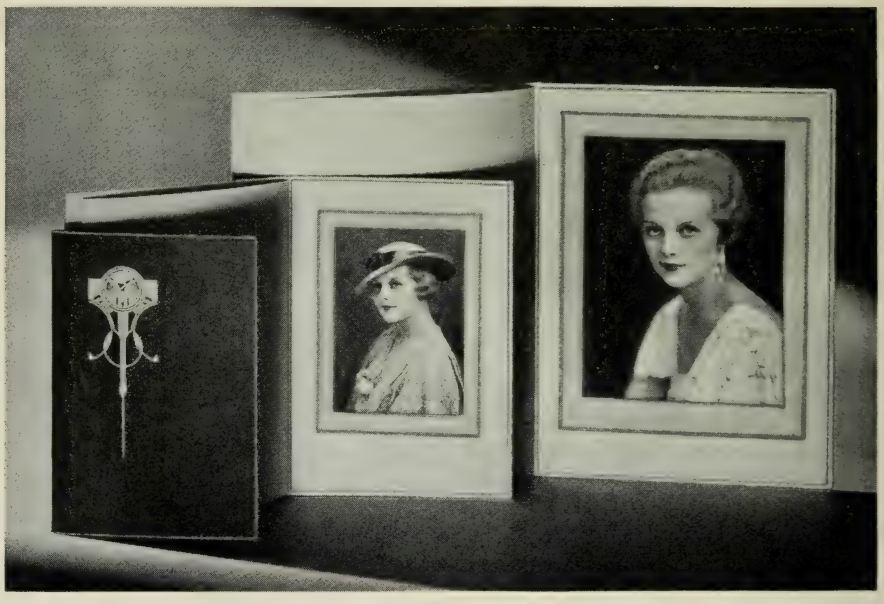
A feature of the meeting was the reading of a telegram received from General U. S. Johnson to assure the photographers that they were proceeding in the right direction.

All San Francisco Bay area photographers are invited to join the Association. Information about the Association can be obtained from Kee Coleman, 130 Geary Street, San Francisco, or the secretary, Kathleen Dougan, 1829 Spruce Street, Berkeley.

The new California Retail Tax law provides that all persons engaged in retail business must obtain a license from the State Board of Equalization at Sacramento. Application should be accompanied by fee of one dollar. Your license is not assignable in the event that you sell your studio.

A NEW, DISTINCTIVE . . .

QUALITY MOUNTER



THE SILHOUETTE

Now that business generally is showing definite signs of improvement there is a trend that has been apparent for some time, and that is, a constant growing demand for quality.

The SILHOUETTE is more than just another mounter. It is a high class inslip folder that will dress up your portraits and show them to advantage.

The rich quality Granada stocks and the soft shaded tones of the insert design blend unusually well with all tones of prints and have real merchandising value. The outside of the cover is carbon black with a striking design in silver—the inside is cream white—suitable for both black and white and buff prints. All edges are rugged deckled.

Available in sizes 4x6, 5x7 and 8x10.

Sample for 12 cents postpaid.

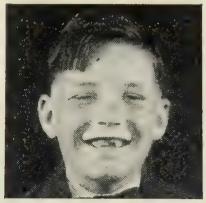
SAMPLE OFFER W-3

It is not necessary to put in a large quantity, but do not try to do business in these times with last season's styles.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

They tell me old man Prosperity is on his way back. But Im worried. Hes been gone so long Im afraid he wont know the old corner when he gets there.

♣ ♣

Those fellows at Sacramento who put through the new tax dont know much about cyrology. First they said 2%, then 3% and agreed on 2½%. Should have made it 3.2 and made it popular.

♣ ♣

What do you think of those Eytalian flyers? Mussolini must have said something to make all of them go up in the air.

♣ ♣

When the Secretary of War came to San Francisco the army band went down to meet him. Dern tootin', I calls it.

♣ ♣

The secretary of a club I belong to wrote to tell me my dues were like the weather in the northwest. Mist in January and still dew in August.

♣ ♣

I seen in a ad where Harvard College says that 65% of their graduates was taken care of at commencement. Yes, and a lot more that never went to Harvard.

Mr. Wolff was telling us about a photographer that wouldnt buy our hipo. Said we were twenty cents too high. So Wolff told him about how good our hipo is and all that and says to him, have you ever tested the other stuff?

Sure, says the photographer—it works all right. I just use twice as much.

♣ ♣

Up at the North pole the nights are six months long—Think how many flash bulbs you could sell.

♣ ♣

And the days are 6 months long. Film left in the morning ought to be ready by night.

♣ ♣

Ive got a bright idea that will make me a rich man. You know how hard it is to keep a paper napkin on your lap. My idea is to make paper napkins with a piece of Scotch tape on one corner.

♣ ♣

Another idea is to cross hens with parrots. Then where the hen lays an egg she could tell you where it is.

♣ ♣

Now is the time for all good men and true to throw away their chizel and buy a horn.

—JERRY.

ROSETONE GOLDTONE BLUETONE

These beautiful tones can be obtained on different grades of paper in three to five minutes. Do not heat solution.

Easy to use. You may obtain many other tones by mixing these toners, as Goldtone and Bluetone give beautiful Jade tones, and other combinations.

May be applied to a print with a common brush or with air brush. It is fine for tinting lantern slides or wherever a transparent color is desired.

Rosetone—Goldtone—Bluetone are three separate toners and are sold separately or as a unit of three, so you can mix them to obtain the different tones.

Rosetone—Goldtone—Bluetone
Put up in 8-ounce bottles.

Price $1.00 each

PUTZ POMADE



Putz Pomade is a smooth working friction reducer. As a local reducer this preparation is without a peer. It is applied with a soft cloth or tuft of cotton. Since the action is purely mechanical it is entirely at the command of the retoucher at all times.

We offer the preparation in convenient three ounce tins for 25 cents each.

PROBUS

Makes Wood, Fibre or Tin

TRAYS, SINKS AND SHELVES

Alkali, Acid, Rust and Water Proof

—

There Is Nothing Just Like It

—

Made Especially for Photographers and Chemists

APEX *for* PORTRAITS

SIX APPEALING SURFACES

J—White Platinum Lustre D.W.
Just enough sheen to give the print "life."

B.B—Cream Half Matte D.W.
A pleasing velvet-like texture.

B—Semi Matte D.W.
A surface for all purposes.

K—Buff Platinum Lustre D.W.
A delightful mild buff—modified texture and sheen.

Y—White Silk D.W.
A splendid surface for school work.

X—Buff Silk D.W.
A mild buff stock—fine texture.

PRICES

4 x 6	Gross	$2.00
5 x 7	Gross	2.95
8 x 10	Gross	6.50

HIRSCH & KAYE
your logical source of supply

Finger Print Powder

In the identification field there is a continual use for Finger Print Powder and accessories. To meet this demand, we remind you that we are distributors for Supreme Finger Print Powder and Material. Prices follow:

Complete Kit, consisting of 1—2 oz. container and 1—2 oz. container gray powder, 1 camel hair brush, 10 sheets, 3 inches by 2½ inches.

Price $10.50

Powder Kits, less the lifters $7.50

Supreem-O-Film, 10 sheets, 3 inches by 2½ inches $3.50

1 lb. black or gray powders, (divided if desired) $14.00

½ lb. black or gray powders, (divided if desired) $10.00

¼ lb. black or gray powders $5.50

Do not wait until your supply is exhausted, but order today from Hirsch & Kaye.

Photographers who do photographic work for the county sheriff or local police departments should have a supply on hand at all times.

Save!!

Your Enamelware

TRAY-PATCH

A new Chemical-proof Enamel for repairing all photo enamelware that has become worn, chipped or cracked.

Don't throw away trays that have rust spots or worn places on them. Just apply TRAY-PATCH to them, (it is not necessary to cover the whole tray) and they will give you years of service. TRAY-PATCH dries hard in one hour, is economical and easy to use. Two colors, black and white.

Small Size, 50 Cents

HIRSCH & KAYE *have it.*

In cutting glass for a frame, the ruler often slips. The trouble may be overcome by sticking a piece of Scotch tape to the under side of the ruler.

Papers Discontinued

The following grades of paper will be discontinued:

Vitava Rapid Black, SW and DW

Vitava Rapid Black Post Cards

Azo Grade B, No. 2, DW

Azo Grade G, Nos. 0, 1, 2, 3, 4 and 5 SW

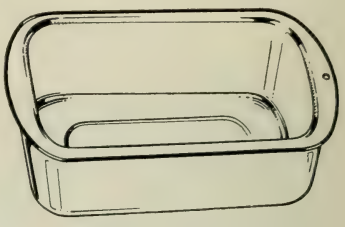
Azo Grade H, Nos. 1 and 2 DW.

Scotch Tape, Extra Wide

To meet a demand for Scotch Tape of more than usual width, we have placed in stock a number of rolls 1½ inches wide by 72 yards long. This material is excellent for light-proofing camera bellows and similar work.

Price, 1½" by 72 yd. ..... $2.00 a roll

NO. 170 HYPO FIXING BATH



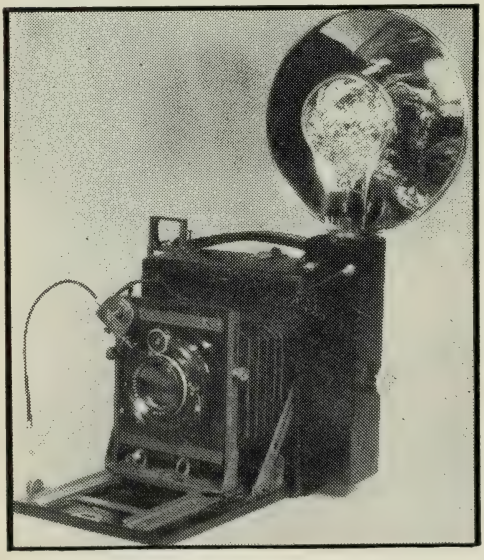
An inexpensive tray of triple coated white enamel—acid-proof inside and outside. It takes prints up to 11x14; has raised panel in bottom, making for easy handling.

16x11½x5 inches $1.75

Order Today from HIRSCH & KAYE

Kalart Photoflash Synchronizer

This is the device used by press photographers on their cameras. With it, you can ignite the flash bulb and trip the shutter of your camera at the same time.



The synchronizer itself is a small device, considerably smaller than an average shutter, which is attached to the shutter, at the cable release opening. The cable release is then attached to the synchronizer.

Before inserting flash bulb into socket for each exposure, wind the knob one full turn. This breaks the electrical contact. Rewinding the knob should be the first operation after each exposure.

Pull up the plunger pin. This permits focusing and resetting of shutter. Exposure can be made only with the cable release. The finger release will not fire the bulb.

The battery case, furnished as part of the outfit, is mounted on the camera by the thumb screw turned into the tripod socket of the camera. The thumb screw is removable and the battery case is reversible for either left or right hand side of camera. The reflector slides into the bayonet slot provided in the rear of the battery case and the cable leads plug into the front.

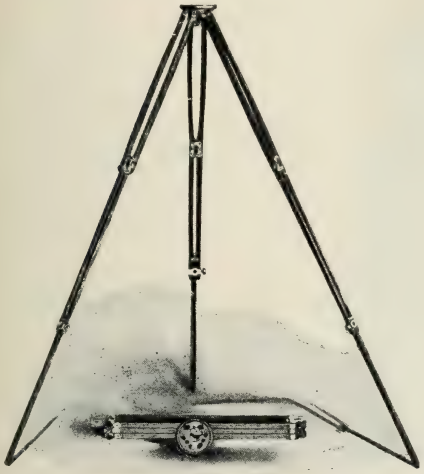
Considerable latitude of adjustment of the synchronizer is obtainable. The synchronizer can actually be timed to suit the speed of individual shutters.

Price—New Model 'W', Includes Kalart Synchronizer, battery case, batteries, and chrome-plated reflector $18.00

HIRSCH & KAYE *have it!*

Bargains for the Photographer

NUMBER 3½ COMBINATION TRIPODS



Length closed ..... 22½ inches
Length opened ..... 55 inches
Weight ..... 4 pounds
Diameter of head ..... 5¼ inches

New Tripods

Bargain Price $5.00

11x14 F&S PRINTER

Foot Treadle Model.

Bargain Price $39.50

VAKAGRAPH PRINTER

Without number device but with six masks. Can be used as border or regular printer.

Price **$45.00**

11x14 CROWN PRINTER

This is a hand-operated printer, a favorite with portrait and commercial men.

Bargain for $32.50

NEWCO FLASH POWDER

Your choice of the following grades: Universal, Extra Fast, Slow, and Flash Bag.

2-oz. bottles ..... **$0.75** each net
Lots of 6 ..... **$0.62** each net

RUBY GLOBES FOR FLASHLIGHTS

Will fit average pocket or hand model flashlight, so it can be converted into an emergency ruby lamp. A handy thing to have.

Price ..... **20 cents**

PAKO ROCKER SYSTEM



This is a dry-hand method of handling prints — speedier, more economical and a protector of quality.

500 to 600 prints hourly is an easy average to maintain. Operates with about 25 per cent of operator's time. Requires no skill. Carries your prints through short stop, hypo, wash and drain without wasting time or effort—without wetting a finger.

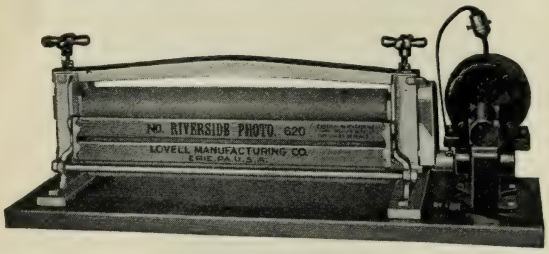
This is a demonstrator, condition like new.

Pako Rocker System

Complete, including 1 Hypo Tray, 1 Short Stop Tray, 1 Wash Tray (Pat. outlet), 1 Time Indicator, 1 Drain Stand, 4 Print Carriers, and 1 Motor equipped Rocker and Base ..**$160.00** or 12 payments of $14.10 each.

Bargains for the Photographer

RIVERSIDE PHOTO WRINGER



Here are two shopworn wringers, used as demonstrators. They are in very good conditions.

Furnished with ⅛ H. P. single-phase A. C. or D. C. motor—can be attached to lamp socket. Speed of rolls, 27 R.P.M.

A *pressure lift* releases contact when not in use, preventing flat rolls. *Continuous drive* with cogs on drive end eliminate buckling of prints.

	Rolls Inches	Shipping Weight Lbs.	Net Price A C Motor Each
No. 620	20x3	165	**$93.00**
No. 622	22x3	173	**96.00**

Terms can be arranged.

WRATTEN K 3 FILTERS

2	inch square, gelatin	**$0.30**
3	inch square, gelatin	**0.65**
1⅛	inch square, in B Glass	**1.10**
1½	inch square, in B Glass	**1.20**
1¾	inch square, in B Glass	**1.35**
2	inch square, in B Glass	**1.55**
2¼	inch square, in B Glass	**2.15**
2½	inch square, in B Glass	**2.25**
2⅜	inch square, in B Glass	**2.25**
2½	inch square, in B Glass	**2.25**
3	inch square, in B Glass	**2.75**
2	inch circle, in B Glass	**1.55**
2	inch metal cell	**3.00**

The supply is limited.

Order today.

HAWKEYE BOX CAMERAS

Sell them—

Rent them—

Loan them!

No. 2, Model C, 2¼x3¼

Single finder, uses 120 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each..... **63 cents**

No. 2A, Model B, 2½x4¼

Two finders, uses 116 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each..... **$1.00**

STEEL ENAMEL TRAYS

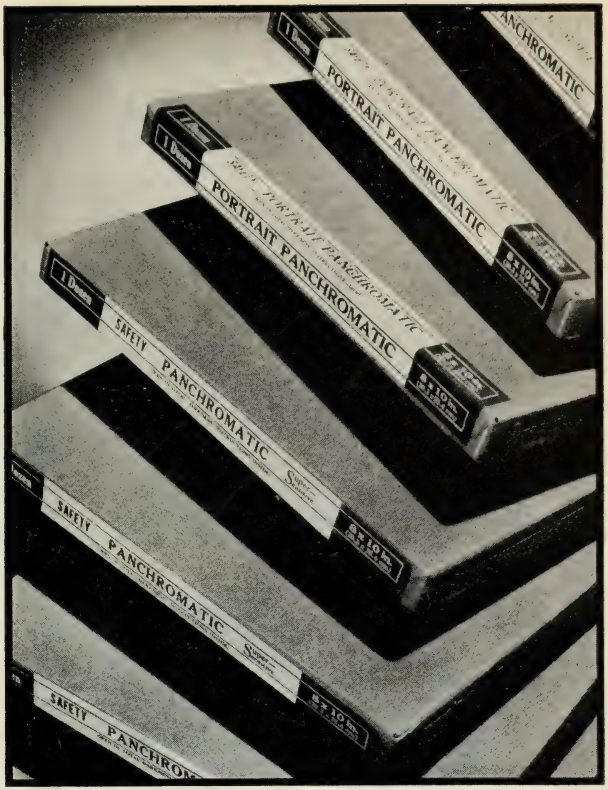
We have a limited supply of second quality trays which we offer at special price. With reasonable care these trays should render a lot of satisfactory service. Remember—the supply is limited.

8x10	**$0.75**
10x12	**1.00**
11x14	**1.60**
14x17	**2.50**
16x20	**3.25**
18x22	**4.95**
20x24	**6.00**
23x28	**8.75**

SERIES C COLOR FILTERS

Equal in color value to W & W G Filters

⅞ inch round in cap mount	**$1.10**
1⅛ inch round in cap mount	**1.10**
$1\frac{7}{16}$ inch round in cap mount	**1.25**
4½ inch round in cap mount	**4.90**



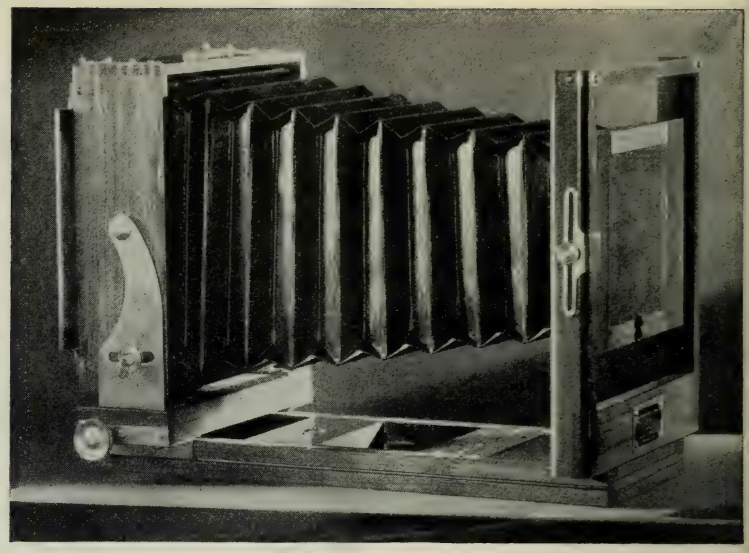
GRASP THIS ADVANTAGE

SPEED has been given to Eastman Super-sensitive and Portrait Panchromatic Films so that photographers might make the shorter exposures necessary to secure life, action, and naturalness of expression essential to a pleasing and characteristic portrait.

Grasp this advantage. Make portraits that are different—that will arouse customer enthusiasm and create new demand. These fast, color sensitive films are the tools of modern photography. Use them. Eastman Kodak Company, Rochester, New York.

EASTMAN

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS



Just Announced...

STURDY—INEXPENSIVE

EASTMAN View Camera 33

HERE is the camera you need for that extra-profit outside job. No essentials of construction or operation have been omitted. It's strong and sturdy, operates smoothly, and does its work in a thoroughly professional manner. You'll find it practical to use and easy to buy. See it at your dealer's.

SPECIFICATIONS

Size 5 x 7, rising and falling front, vertical and horizontal swings, single extension bed, rack-and-pinion back focusing, reversible ground glass back, cut off board for using half of film or plate, 13 inch bellows extension, 4 x 4 inch lens board, and sufficient compactness to permit the use of wide angle lenses. The finish is flat walnut with metal parts satin finished. The camera weighs 4¾ pounds.

Eastman View Camera 33, 5 x 7, with one Film or Plate Holder $26.00
Black Fiber Case for camera and six holders 4.50

EASTMAN KODAK COMPANY, Rochester, New York

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. IX SEPTEMBER, 1933 No. 9



CALIFORNIA
LIBRARY
SEP 8 1933
RECEIVED
ACADEMY OF SCIENCES
WITHDRAWN

© Associated Press News Photos

"GETTING AWAY FROM IT ALL"

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

ARTURA IRIS

for portrait prints by contact

DEFENDER VELTURA

for warm-tone projection prints

ELEVEN of the fifteen IRIS surfaces are furnished in VELTURA as well. The matched stock is identical in texture, tint and finish. This is in accord with modern practice which requires contacts and projections from one negative. The warm-tone quality of both emulsions helps appreciably to solve matching problems.

●

ALTURA IRIS *for the small print*
VELUTRA *for the large one*

●

DEFENDER PHOTO SUPPLY CO., Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

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INTRODUCING—

RALPH HOPEWELL ANDERSON

R. H. Anderson has the kind of a job many photographers would like to have. Imagine tramping the High Sierras, taking pictures of the beauty spots, and getting paid for it!

Mr. Anderson was born in Anderson, Ohio. He was raised on a farm in the most beautiful section of Ohio, and his early environment no doubt influenced him to record the beauty of his surroundings. During his school days, he was cartoonist for various school papers and had decided to become a cartoonist. But a neighbor who frequently enjoyed horse and buggy trips to the surrounding country and always took a box Brownie camera with him created a lasting impression, and young Anderson decided that his pictures would be made with a camera instead of a pencil.

Mr. Anderson has not actually owned a studio of his own, although he was employed one summer by J. R. Willis of Gallup, New Mexico. At first he considered photography merely as a means of self-expression, but after he joined the National Park Service at Yosemite, his photographic activities resulted in his appointment as Information Clerk and Photographer in the Superintendent's Office.

He is somewhat handicapped by the fact that his pictures are not personal productions, for the National Park Service receives credit for his efforts. However, he has made some outstanding pictures of the Southwest, and recently had three pictures in the California Tree Exhibit.

Mr. Anderson was married two years ago. Imagine a cabin near the foot of Yosemite Falls! Here is where the Andersons enjoy life. As he is somewhat isolated from photographers in the larger communities, he is always glad to have visiting photographers call on him to exchange experience. We urge all visiting photographers at Yosemite to become acquainted with Mr. Anderson, for he in turn can give you much information about exposure conditions, and where you can obtain the best pictures.

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Brilliancy in Prints

Pyro is the unexcelled developer for brilliant negatives. Mallinckrodt Crystal Pyro is a uniform salt—white, free from black specks and makes brilliantly clear solutions.

"One of the Physically and Chemically Perfected Photo Chemicals" your dealer can supply you.

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YOUR LENSES

What single invention in the history of mankind has produced the greatest benefit to man?

This question was propounded during an interview with a local scientist, who is also an enthusiastic photographer.

The answer was "Glass." There can be no doubt that through the invention and the developed uses of glass, mankind has been brought from darkness into light, both literally and figuratively. Glass, with its property of transmitting light, has given us not alone windows for our comfort, but also, through its refracting power, our eyeglasses, binoculars, telescopes, microscopes, photographic lenses, and so on. Considering one by one each of the foregoing, one is quickly brought to a realization that our modern comforts are largely attributable to the development and use of glass. That without glass, our sciences of Medicine, Astronomy, Chemistry, etc., as well as the Practical Arts of Photography and Photomechanics, could never have reached their present high degree of perfection.

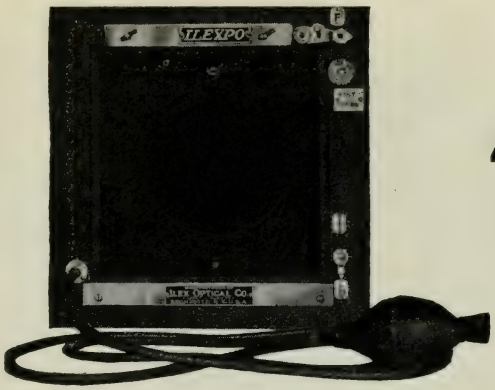
The object of this little article is to cause our readers to have a greater appreciation of the value of the lenses used constantly in their every-day work. Photo lenses are delicate, scientific instruments, designed to do certain work and to do it well. Correct selection of the lens is assurance of work successfully accomplished.

Lenses should be kept scrupulously clean, free from atmospheric deposit and dust. This is best accomplished by the use of good lens tissue, used frequently. Lens surfaces, polished to a very fine, even curve, are easily scratched by coarse fabrics, and should never be touched by the fingers. Finger prints, allowed to remain on these fine surfaces, may, in some instances, never be removed unless the lens is reground and repolished.

We offer the counsel of our lens experts in the selection and care of new lenses, and in the proper treatment of lenses which may no longer be doing wholly satisfactory work. Look over your lenses. Give them a thorough cleaning, particularly those used in enlarging and on laboratory cameras. If this is not sufficient, send them in for our inspection and recommendation.

October's bright blue weather is sometimes dulled by haze. Tell picture makers that they can catch the charm of an Indian Summer day by using a Color Filter. October's marvelous cloud effects need the Sky Filter, even though Verichrome does far better than ordinary film without this assistance.

Hallowe'en and costume parties go hand in hand. Here, too, Photoflash and Verichrōme can play an important part. Perhaps your photo finisher can dig up some sample prints that will do the selling for you. Keep an ear open. Counter conversations will tip you off while many a party is in the "r.s.v.p." stage. Then phone the hostess.



NEW!
A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

Prices with Fast Speed

9x 9	$30.00
10x10	32.00

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

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Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

Who Buys the Pictures?

In the peak year of American prosperity, more than 75% of the total value of consumer goods and services absorbed by the American market, including taxes paid and savings made by individual consumers was absorbed by those with incomes of less than $5,000, and more than 65% by those with incomes below $3,000.

It is quite clear that the American consumer market is a small income market and is much more dependent upon wages and salaries than upon other sources of income. The higher income brackets include too few individuals to contribute more than an insignificant amount to total consumer demand.

←❖→

Statement Giving Strengthens Your Credit

A sound credit reputation in the markets of the world widens the scope of any firm's ability to transact business. A sound credit reputation provides the use of enlarged capital, permitting more complete stocks, improved sales and increased profits.

Confidence is a fundamental requirement if credit accommodations are to be extended. There is no more effective way of creating and strengthening confidence than ready willingness to submit a statement of financial condition.

←❖→

Following the paths of least resistance makes both rivers and men crooked.

The Right to Use Prints

If you develop negatives for a customer and make prints from these negatives, you have no right to make pictures for your own use without owner's permission, even if the pictures are intended for store display. Nor do you have any right to sell pictures made from customer's negatives without permission which should always be obtained in writing.

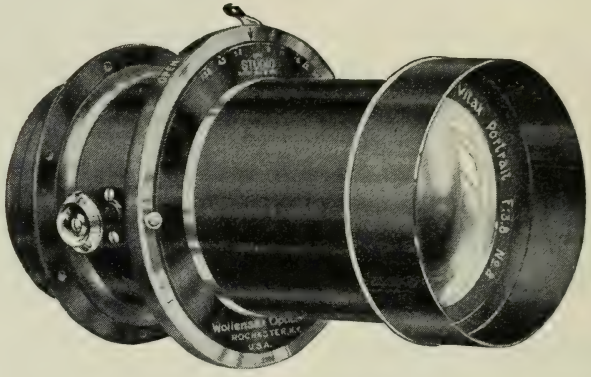
←❖→

So much silver was found near Joachimsthal, in Bohemia, in 1518, that a mint was established to coin money. These coins were called Joachimsthaler, later shortened to Thaler, and created the root for that world-famous word—dollar.

←❖→

A New Photographic Publication

Since leaving "Camera Craft" which he edited for nine years, Sigismund Blumann has not been photographically idle. His activities in helping in an advisory capacity the various photographic associations at this time laboring with the N.R.A. problems led to his being accorded an honorary life membership in the Bay Districts Portrait Photographers Society. We understand Mr. Blumann is about to leave for an extended tour of the eastern states, and on his return his own magazine, "Photo Art Monthly" will promptly appear. According to trustworthy reports, the new publication will strike a high note in photographic magazines intended for the amateur, the professional and every branch of photographic interest.



EXCELLENT for PORTRAITS and CHILD PHOTOGRAPHY

Wollensak Vitax f 3.8

The secret is partly in the lens formula, partly in the lens quality. Heads and busts made with the Vitax lens have a truly rounded perspective, surprisingly life-like. A diffusing device gives softness, when desired.

Because of its *f*3.8 speed the Vitax helps you to catch children in natural poses and to avoid negatives blurred by movement.

If your light is poor, your negatives under-timed, you need a Vitax lens. Write for our special try-before-you-buy offer.

Wollensak Optical Co.

ROCHESTER, NEW YORK

Ruling by Board of Equalization at Sacramento on August 15, 1933, on the California Retail Sales Tax As Applied to—

Photographers, Photo Finishers, Photostat Producers and the Like

NOTE—*Copy for the August issue of* THE FOCUS *was sent to the printer only a few days after the State Tax Law became effective. Such information as was then available was published as it was believed authentic and final. Now we give you a revised ruling.*

The Tax Law does not apply to sales made to persons or firms outside the State of California.

Developing of films and the tinting or coloring of photographs delivered to a photographer or photo finisher by a customer, constitutes a service, and the receipts from such service are not taxable. Sales of materials to photographers and photo finishers and used by them in performing this service are sales at retail and the gross receipts therefrom are taxable.

Where printed pictures are made from developed negatives and sold to a customer, the sale is one of tangible personal property to a customer and the gross receipts from the sale are taxable. Similarly, the sale of photostat copies by a photostat producer to purchasers for use constitutes a sale of tangible personal property at retail, and gross receipts therefrom are taxable; likewise, sales of frames, Kodaks, films and other articles by photographers or photo finishers to purchasers for use are sales at retail and gross receipts therefrom are taxable.

Gross receipts from sales of photographs by commercial, portrait, or X-Ray photographers are taxable. However, gross receipts from sales of materials which become an ingredient or component part of the finished picture are not taxable since these materials are purchased for resale. Films, mounts, frames, paper, etc., become an ingredient or component part of the finished picture and the gross receipts for sales of such materials to photographers are not taxable. Materials that are used in the manufacture or fabrication of such pictures, such as chemicals, proof paper, cameras, trays, etc., do not become a component part of the finished picture and gross receipts from sales of such materials to photographers are taxable.

Persons engaged in the business of photo engraving and lithography and selling lithographs and photo engravings to others for use in printing, advertising matter, or other printed matter are making sales at retail and the gross receipts therefrom are subject to the tax.







Our Salesmen Tell Us

Arnold Williams of Stockton recently had an interesting time shooting horses. Yes, he was the official photographer at the famous Horse Show at Menlo Park.

♣ ♣

Ansel Adams, well known San Francisco photographer, has opened a studio and art gallery at 166 Geary Street. The opening was featured by the display of an exhibition of pictures by Edward Weston and other well known pictorialists.

♣ ♣

The city of Petaluma has enacted an ordinance under which visiting photographers and solicitors will be required to pay a license of $25.00 a day.

♣ ♣

Mr. E. T. Clearwater, for many years a photographer at Santa Paula, died August 27. Mrs. Clearwater would like to dispose of the studio, so if any "Focus" reader is interested in a location, we will gladly tell you more about it.

♣ ♣

For printing panels from roll paper—to take out the stiff curl: Just before printing, sponge the back of the paper and then let it lay for a few minutes. This treatment makes the stock more pliable; easier to handle.

♣ ♣

It is reported to us that the Oakland Police Department holds a warrant for the arrest of **John W. Rhodes** for the theft of some lenses alleged to have been stolen from M. L. Cohen, 357 - 12th Street, Oakland. Rhodes is likely to approach you with a request of employment, and in fairness to other applicants, we submit this description:

Age, 34 Height, 5 ft. 10 in.
Brown eyes Weight, 171 pounds.

Dark chestnut hair, a generally dark complexion and a receding brow. He limps and usually wears no hat.

Information about this person may be telegraphed direct to M. L. Cohen.

♣ ♣

Mr. Turner of the McMillan Studio tells us that the recent award of two destroyers to the Mare Island Navy Yard will mean much to the merchants of Vallejo. A number of ship builders will have steady employment for some time.

♣ ♣

As fast as information about the photographers codes is available, Hirsch & Kaye will have it. Send your inquiries to us.







Our Salesmen Tell Us



James Donnelly, Santa Barbara photographer, recently won a 10-mile motorcycle paced bicycle race in which he defeated two Italian riders, who started in the race but dropped out before it was finished. Mr. Donnelly reached a top speed of thirty-four miles per hour, which, you will agree, is fast traveling.

♣ ♣

Mrs. Marian Maile has sold her Grass Valley Studio to Maurice Kach of the same city.

♣ ♣

Using a lens 15 inches in diameter, Allegheny College of Pennsylvania, constructed a camera for the purpose of photographing shooting stars. This camera will be one of the largest high speed cameras ever built, and will be used in a study to be conducted at Flagstaff, Arizona, by the Cornell Ultra Violet Star Spectra Expedition.

♣ ♣

Mel Cannon, a member of the San Joaquin Identification Bureau at Stockton, married Miss Doris Swain on the first of August. Miss Swain was formerly with the district attorney's office.

♣ ♣

Spencer and Stolte announce the opening of their new studio at 1359 Park Street, Alameda. It has been most interesting to watch their progress.

♣ ♣

Chester Loveland of Oxnard was recently in the Veterans Hospital at Sawtelle for an operation. We understand that he is now back at the studio, fully recovered.

♣ ♣



Mr. and Mrs. J. Rummel of Lodi were recent visitors in San Francisco while enroute to Lake Tahoe for a well-earned rest.

♣ ♣

George Decker of Petaluma is a frequent visitor. He can transact a lot of business in a very short time, and it is a pleasure to watch him in action.

♣ ♣

T. J. Nelson of Santa Rosa came to San Francisco during the discussion of the Photographers Code, and joined the national Association.

♣ ♣

W. C. Zane, formerly of Wichita, Kansas, has opened a modern finishing plant in Alameda. Mr. Zane has had considerable experience as a finisher.

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
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No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¾
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

2 B or not 2 B

A little information on the selection of retouching pencils may be timely:

Hard and soft leads are intended for use on thin or dense negatives, or on thin or dense parts of the same negative. One of the important things in retouching is to keep the pencil-marks from showing as definite pencil-marks. What you should do is to get the effect of the pencil work; to build up the density of parts of the negative so that those parts will match the surrounding parts. A freckle or a shadow will show on the negative as more transparent than the surrounding parts, and the idea in retouching such a portion of the negative is to build up the density of that transparent part till it blends in with the rest of the negative and does not show at all.

On a thin part of the negative you have to use a hard lead, or it will be very difficult to work without the pencil-marks showing; but where the negative is denser, and you have to apply a heavier deposit of lead in order to match up with the surrounding parts, you have to use a softer pencil, because the hard lead will not give sufficient density. You use a hard or a soft lead, according to whether you want to apply only a very little or a greater amount of lead to the negative. When only a very little added density is required, use a hard pencil (2H, 3H or 4H), but when you want to get more density and apply more lead than is possible with the hard pencil, you must use a softer pencil, such as B, 2B, 3B or 4B, so that you can get a denser deposit of lead on the negative where it may be needed.

"Castell Artist's Pencil

A handy pencil of permanent length, always ready for use. Made in 16 degrees of hardness from 6B to 8H.

Pencil with one lead $0.60
Refills, 6 leads in a box ..... .75

"Castell" Retouching Pencil

Hexagon, green polish, wooden pencil. It may be had in 16 degrees of hardness from 6B to 8H.

Each $0.15
Dozen 1.80

"Koh-I-Noor" Artist's Pencil

Permanently uniform in length, and a long point is always present in this pencil. The leads are made in 17 degrees, from 6B to 9H.

Each $0.50
Refill leads ..... .12

"Koh-I-Noor" Drawing Pencils

The scientific accuracy of each of its seventeen degrees is a source of gratification and satisfaction to its users. A hexagon, yellow polished pencil, offered in 17 degrees, from 6B to 9H.

Each $0.15

Venus Artist's Pencil

This pencil is 6¼ inches long with metal cap and will last indefinitely. Furnished in 15 degrees of hardness from 4B to 9H.

Pencil with one lead $0.35
Refills, 6 leads in a box ..... .50

Venus Retouching Pencils

This has been a standard retouching pencil for years. Grades 6B to 6H.

Each $0.10

for perfect pictures

GEVAERT

plates

S.S.S.-Press A-H
Super Press A-H
Super Chromosa A-H
S.S.S. A-H
S.S.S. (plain)
Sensima Ortho
Studio
Ortho Process
Postcard
Lantern Slides

films

Studio Ultra Pan
Studio High Speed
Universal Ortho
Commercial
Process
EXPRESS Superchrome—
Cut Film
Filmpack
Rollfilm
Film for Leica
Cine
35 and 16 MM.,
Positive and Negative

papers

Novabrom
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Projection
Contact
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METAL FRAMES



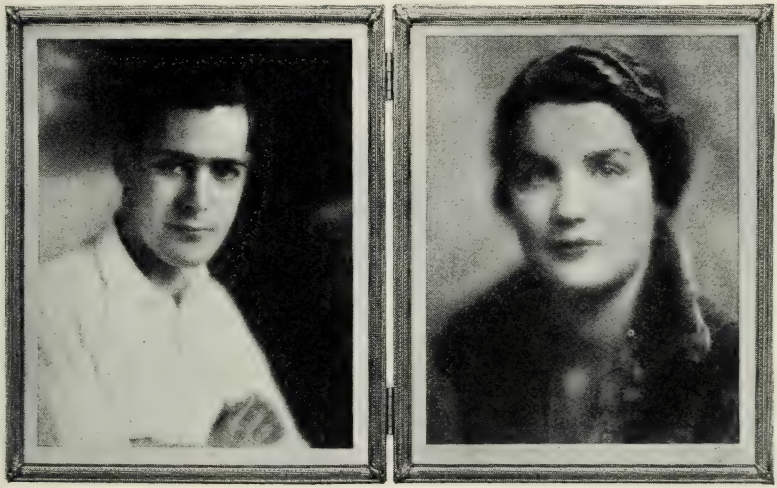
No. 30R
GOLD OR SILVER
With velvet sliding back.

Size	Price
7x9⅜	$2.00



No. 999R
GOLD OR SILVER
With velvet sliding back.

Size	Price
7x9⅜	$2.00



No. 30D
Double Folding.
GOLD
With velvet sliding backs.

Size	Price
7x9⅜	$4.50

METAL FRAMES



No. 721
GOLD
Choice of red or black glass panels.
Velvet back.

Size	Price
7x9⅜	$7.50



No. 901
GOLD
With black glass panels.
Velvet sliding back.

Sizes	Price
6x8 and 7x9⅜	$7.00



No. 782
GOLD
With velvet sliding back.

Size	Price
7x9⅜	$4.00



No. 728
GOLD
Choice of red or black glass panels.
Velvet back.

Size	Price
7x9⅜	$8.00

METAL FRAMES



No. 502
GOLD OR SILVER
With velvet sliding back.

Sizes	Price
4x6—4¾x6¾—7x9⅜	$2.00 each



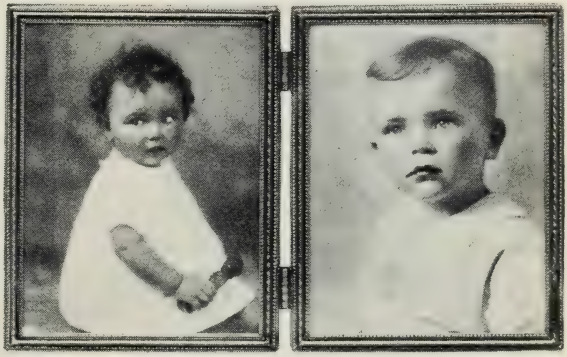
No. 5430
GOLD
Flat glass.
Velvet sliding back.

Size	Price
3¼x4¼	$1.20



No. 5391
GOLD
With black or ivory border.
With velvet slide back.
Convex glass.

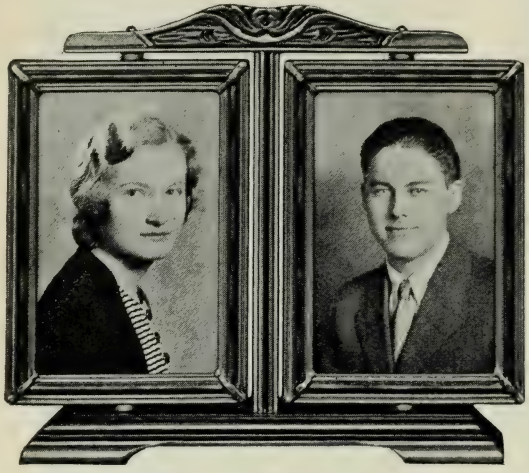
Size	Price
3¼x4¼	$1.50



No. 925D
Double folding.
GOLD
With velvet sliding backs.

Size	Price
3¼x4¼	$4.50

WOOD FRAMES



No. 365
Double or triple.
SILVER OR PLATINUM
Sizes—4x6—4¾x6¾—7x9⅜

	Prices
Double	$3.00
Triple	4.50



No. 1820
PLATINUM
With glass and sliding suede back.

Sizes	Prices
7x 9⅜	$1.80
10x13	3.00



No. 228
PLATINUM

Sizes	Price
6x8 and 7x9⅜	$1.80



No. 1827
PLATINUM OR GOLD
With glass and suede sliding back.

Size	Price
7x9⅜	$1.80

The Front Page

The schooner "Amberjack" glides smoothly over the waters in Penobscot Bay, Maine, as President Roosevelt relaxes from the terrific strain of his first momentous months in office. Joseph Caneva, Associated Press photographer, is on hand with a Gevaert Super Press A/H Plate to record this beautiful sunset scene in all its beauty. Exposure 1/295 second at about f:22.

RETOUCHING

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One of oldest studios in Santa Cruz County. Rent $50.00, includes heat, water and janitor service.

Cameras and lenses are modern and of high grade. Price includes big stock of frames.

This offer justifies your investigation.

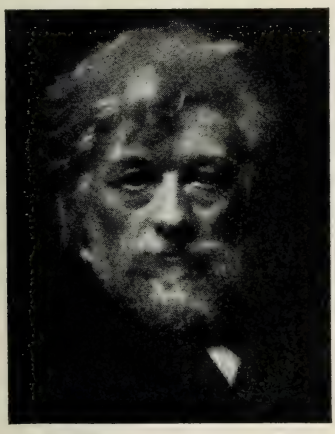
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For Finer Projection Prints



CHARCOAL BLACK

A river cannot rise above its source: a print cannot be more beautiful than the paper it is made on. CHARCOAL BLACK brings to landscapes and portraits alike the inimitable charm of the most beautiful papers the world's mills can produce.

Every sheet guaranteed perfect. Test strips in every package.

HIRSCH & KAYE
have it!

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

Code of Fair Competition for the Portrait and Commercial Photographic Industry

To Be Administered by the Photographers' Association Of America

This is the draft of the Code, as approved by the delegates at the meeting at Winona Lake, Indiana, and as later approved by the members in meeting assembled. This is the form in which it was presented to Washington. Changes were ordered by the National Recovery Administration so that this cannot be considered as final. Photographers must remember that this code is not in effect until after it has been approved and signed by the NRA and the President

ARTICLE
Purpose

To effectuate the policy of Title I of the National Industrial Recovery Act during the period of the emergency the following provisions are established as a basic Code of fair competition for the Portrait and Commercial Photographic Industry.

ARTICLE II
Definitions

Section 1. This industry, as covered by the Code, shall be understood to include all portrait and commercial studios and concerns, manufacturing and selling photographs, and/or prints to others, and shall also include all such private studios and those studios, concerns, or departments that are subsidiaries of other groups, partnerships, and corporations except:

Persons, co-partnerships, corporations, or departments, services, sections or divisions thereof engaged in the making of motion pictures, blue prints, photostats, X-Ray photographs, and photo finishing, or similar allied branches of photography not commonly considered as coming under the head of either portrait or commercial photography.

Section 2. All branches of portrait and commercial photography, as defined by this Code, shall be understood to comprise the production and sale to others of photographic reproductions and/or prints in one or more colors, of properties, real or personal, commodities, goods, chattels, legal and other documents, official and private records, scenes, views, interiors, groups of persons, exteriors; animate and/or inanimate subjects, living models and persons, the production of all photographs used in newspaper, magazine or direct mail advertising or publicity; photographs for advertising displays, sales campaigns, catalogs, booklets, and any or all other advertising and publicity; educational and projected photography for visual purposes; scientific and technical photographs; copies and enlargements; and any and all photographic work that may be required or used in trade and commerce and/or the process of manufacturing.

SECTION 3. The term "Association", as hereinafter used, means the Photographers' Association of America.

SECTION 4. The word "Act", as hereinafter used, means the National Industrial Recovery Act, approved June 16, 1933.

SECTION 5. The word "President", as hereinafter used, means the President of the United States.

ARTICLE III

Organization and Administration

SECTION 1. Membership and participation in the Association are open to all engaged in this industry upon the terms set forth in the Constitution and By-Laws of this Association. A copy of these documents is attached hereto and made a part of this Code substantially as if it were quoted herein.

SECTION 2. The responsibility for the administration and enforcement of this Code shall be vested in a National Control Committee, in accordance with the provisions in the By-Laws of this Association, a copy of which is attached hereto and made a part of this Code substantially as if it were quoted herein.

ARTICLE IV

Policies

SECTION 1. The Code herewith submitted is not intended to permit monopolies or monopolistic practices, to oppress small enterprises, nor to discriminate against them, nor will the operation of this Code have such effect.

SECTION 2. The employees of members of this industry shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from interference, restraint, or coercion of employers of labor, or their agents in the designation of their representatives or for self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

SECTION 3. No employee and no one seeking employment in this industry, shall be required as a condition of employment to join any company union or to refrain from joining, organizing or assisting a labor organization of his own choosing.

SECTION 4. Employers in this industry will comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment approved or described by the President.

ARTICLE V

SECTION 1. The maximum hours of labor in this industry shall be as follows:

(a) For all persons other than substantial owners of studios, executives and cameramen, 40 hours per week.

(b) For all substantial owners of studios, executives, and cameramen, 52 hours per week. Each member of this industry, however, shall file with the Regional Control Board the names and positions of such owners, executives and cameramen.

SECTION 2. There shall be authorized a yearly allowance of 144 hours overtime, for all persons in this industry providing, however, that all employees working such overtime shall be compensated at the rate of one and one-third times the proportionate hourly rate.

SECTION 3. All employees and owners shall be entitled to exceed the maximum hours and 144 hours seasonal allowance, in cases of emergency when undue detriment would be substained or great financial loss result from failure to comply with exceptional requirements, any such excess time to also be compensated for to employees at the rate of one and one-third times the proportionate hourly rate and a report shall be submitted to the Regional Control Committee as required outlining the reasons for such excess overtime.

SECTION 4. Nothing in sections 1, 2 and 3 of this article shall be construed,

however, to apply to outside salesmen employed wholly on a commission basis.

ARTICLE VI

Rates of Pay

SECTION 1. The minimum rates of pay in this industry shall be as follows:

(a) Within cities of over 500,000 population (by reference to the 1930 Federal census) or in the immediate trade area of such cities at the rate of $15.00 per week.

(b) Within cities of from 250,000 to 500,000 population (by reference to the 1930 Federal census) or in the immediate trade area of such cities at the rate of $14.50 per week.

(c) Within villages, towns, or cities with a population of 2,500 to 250,000 (by reference to the 1930 census) unless they are included in a trade area as defined by clause (a) or (b), at the rate of $14.00 per week.

(d) In the entire United States in villages, towns and cities under 2,500 population (reference to the 1930 census) unless they are included in trade areas as defined by clauses (a), (b) and (c) at the rate of $12.00 per week.

(e) The minimum wages that shall be paid by employers in the portrait and commercial photographic industry shall be at the rate of one dollar ($1.00) per week less in the Southern section of the industry than the rates specified in paragraphs (a), (b), (c), and (d) of this Section. The South is defined as the following states: Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Maryland, District of Columbia, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma and Texas.

Note: A motion was carried before the body of delegates that the Code Committee be empowered to compose and enact an additional sub-paragraph covering beginners, learners, apprentices, messengers and delivery boys.

ARTICLE VII

Employment of Minors

SECTION 1. No person under 16 years of age shall be employed in this industry except that persons between 14 and 16 may be employed for not to exceed 3 hours per day and those hours between 7 A.M. and 7 P.M. in such work as will not interfere with hours of day school.

ARTICLE VIII

Trade Practices

SECTION 1. The following practices classified according to application shall be considered as unfair competition in the business of producing and selling portrait or commercial photographs:

Joint

(a) Making and selling negatives and/or prints therefrom below cost plus a reasonable profit, such cost basis to be prescribed by the various regional boards for their respective regions from time to time.

(b) Violations of sections herein having to do with maximum hours of labor and minimum rates of pay, or any other terms relating to labor as adopted by this industry.

(c) Withholding from, or inserting, in an invoice statements which make such document a false record, wholly or in part of the transaction represented on the fact thereof.

(d) Giving to any purchaser special or discriminatory prices, terms, privileges, or any rebate or allowance in any manner whatsoever contrary to the agreed terms and conditions of the industry.

(e) The securing, or attempting to secure, orders or business by the giving or the offering of premiums, gifts, prizes or rewards, whether of money or anything of value, to customers, their employees, or anyone acting in their behalf.

(f) The making, or permitting or causing to be made, of any statement,

oral or written that reflects falsely upon a competitor or his business for the purpose of securing business.

(g) The enticing, or attempting to entice, employees of a competitor.

(h) Offers of extra service, not connected with the normal routine of the business.

(i) The holding of so-called "Sales" or "Special" Offers" which are not such in fact because of their indefinite continuance.

(j) Displaying the work of another member of the industry, or samples offered by manufacturers of sensitized materials, and deliberately or by innuendo representing them as the work of the studio or establishment exhibiting them.

(k) Claiming to have won awards at Salons or other exhibitions of photographs when such is not the case.

(l) Allowing unearned discounts, or allowing excessive discounts constituting a reduction in price.

(m) Using the advertising slogans or designs of another member of the industry, providing these of the latter have either been thoroughly established within the trade or registered with the proper governmental department.

Portrait

(a) The offering to any prospective purchaser of an option to have sittings and photographic prints made with acceptance thereof and payment therefor contingent upon approval, unless a charge is made for the actual cost incurred.

(b) Using misleading descriptive terms or trade names such as Etchings, Oil Paintings, Porcelain Miniatures, etc., when such description is not true in fact and is calculated to deceive the public.

(c) The publishing, circulating or selling of coupons or certificates to prospective customers with representations that they may be used in whole or in part settlement of the purchase price of any photographic product.

(d) Secret subsidizing of prominent people so that their names or photographs may be used for advertising or for display purposes.

(e) Copying portrait photographs or proofs which bear the name of the maker when his establishment is still in existence, except with the maker's permission. This provision shall not be construed, however, to include copying for photo engraving.

(f) Soliciting from house to house or carrying on any part of the photographic portrait industry except by an established and responsible concern having a permanent studio equipped to complete all operations necessary in the production of a photographic portrait.

(g) Advertising or otherwise publishing the selling price of photographic portraits without stating whether or not such selling price includes folders, mountings and the showing of proofs.

(h) Failing to disclose the name of the person, co-partnership, or corporation making and producing portraits when same are sold or advertised in or through another establishment.

(i) International interference in any manner whatsoever with an existing contract between a member of this industry and a purchaser. This provision, however, is in no way to interfere with the legitimate solicitation of business.

Commercial

(a-1) Copying of proofs which are stamped or marked to indicate that they are proofs, when the name of the maker is legible, and his establishment is still in existence.

(a-2) Copying portraits which bear the name of the maker when his establishment is still in existence, unless such copies are to be used for strictly commercial purposes.

(b) Intentional interference in any manner whatsoever with an existing

written contract between a member of this industry and a purchaser. This provision, however, is in no way to interfere with the legitimate solicitation of business.

(c) Offering credit terms in excess of 30 days to any purchaser, or advertising or making known to the public in any manner that such terms are offered.

(a) Sub-paragraph (a) of the Portrait section of these unfair trade practices shall not be construed to apply to commercial and illustrative photography.

ARTICLE IX

Participation

SECTION 1. Any employer in the portrait or commercial photographic business, or any person operating his own studio, may participate in this Code and in any revisions and additions thereto and receive the benefits therefrom by accepting the prorate share of the cost and responsibility of creating and administering the Code.

ARTICLE X

Enforcement of the Code

SECTION 1. Complaints regarding violations of any section or provision of this Code shall be made to the Regional Control Board of the region in which the offense is committed. Complaints may be made by any member of the industry, and shall be certified to in writing and accompanied by all available evidence thereof.

SECTION 2. The Regional Control Board shall immediately upon registration of a complaint, notify the accused member of the industry and inform such member of the charges, advising him of the evidence which has been presented and notifying such member that investigation will be made.

SECTION 3. The Regional Control Board is empowered to make such investigation of the complaint as appears proper, and shall, if the circumstances require, apply such disciplinary or corrective measures as are contemplated by the Act or may be authorized from time to time by the President.

SECTION 4. Any member of the industry shall be entitled to appeal any decision of the Regional Control Board to the National Control Committee, whose decision, subject to the approval of the President, shall be final.

SECTION 5. The books, records, and places of business of all members of this industry shall be open during normal business hours for inspection by the duly accredited representatives of the Regional Control Board.

ARTICLE XI

SECTION 1. The President of the United States may from time to time of his own motion or upon request of the National Control Committee of this Association, cancel or modify this Code or any portion thereof, under the terms of the National Recovery Act.

SECTION 2. This Code shall take effect ten (10) days after notification of its approval by the President.

Suggested Clause (n) Under Joint Trade Practices

(n) Because the greatest destructive force in the photographic business is the dollar studios which operate in department stores which trade on the name, prestige and goodwill of these stores, although they are owned and operated by chain studio companies, it should be a violation to operate a studio in a department store or mercantile establishment.

←❖→

Next month we hope to give you the code as approved.

Improved SPECIAL Elwood Enlarger
5x7



The main upright stand is made extra heavy and rigid and is hinged in the center so that it can be tilted back for horizontal projection. This feature makes it possible to make enlargements of any desired size. The body of the enlarger is made of cast aluminum accurately machined, and is operated by hand wheel, rack and gear. The whole machine is counter-balanced and is adjusted with surprisingly little effort.

A red screen is placed just back of the bellows. This is very convenient for placing the sensitized paper.

The Enlarger has a new and most efficient ventilating system which admits cool air around the lens board, passing it through the bellows, around the negative, the diffusing glass, and then out through the ventilator top in the reflector.

The negative carrier has spring clips for holding glass plates in place and is made so that it may be inserted from either side of the machine. This also permits centering small portions of the negative with the principal axis of the light system.

For slow Chloride enlarging paper a 200 or 250 watt light should be used. The 400 watt bulb is entirely too fast except for extremely dense negatives or large prints, but even then the lens should be stopped down considerably. These unequaled results are obtained with a large 18″ silvered and highly polished reflector.

ELWOOD ENLARGERS are the only Enlargers having silvered and polished reflectors, because
THEY ARE PATENTED

SPECIFICATIONS
FOR 5 x 7 SPECIAL

Height of Vertical Standard	43″
Greatest distance negative to paper	43″
Greatest height over all	62″
Upright frame	Cast iron
Focusing	Rack and Pinion
Diameter of reflector	18″
Light recommended	All frosted, 200, 250 or 400 Watt
Lens recommended	5″ to 7″ E. F.
Bellows extended	16″
Enlarges	25″x35″—5 Diam.
Reduces	1¾″x2¼″—⅓ Diam.
Weight boxed for shipment	100 lbs.

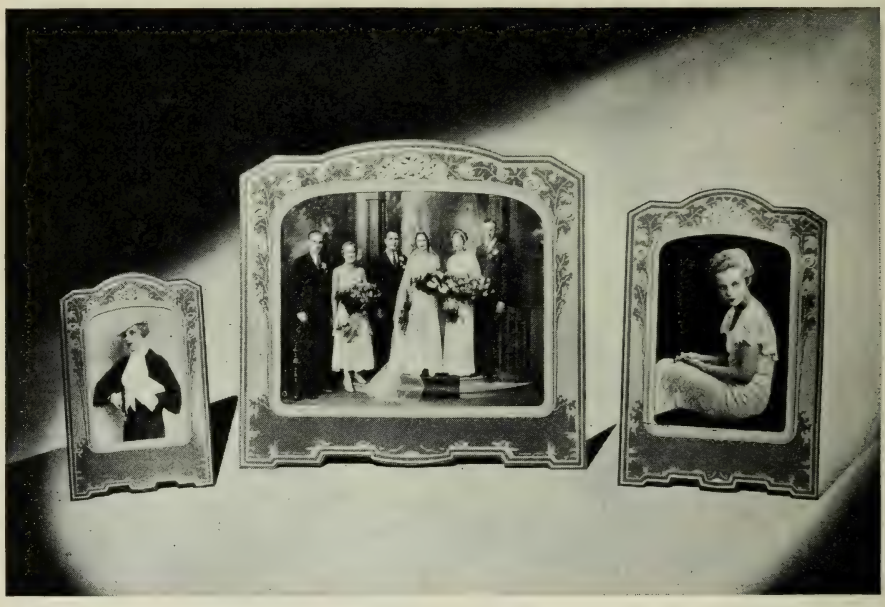
The price of Enlarger complete with 200 watt light bulb, 7 foot extension cord, and electric switch, but without lens **$63.00**

Owners of special enlargers can have their machine changed to the new model by returning their entire machine except the lamp house light, light bulb and diffusing glass. Price for rebuilding enlarger **$31.50**

Send for the complete catalog of Elwood Enlargers. It contains valuable information for projection printing.

These enlargers are available to you on terms of monthly payment. There are also a few of the previous model, at $58.00, for those who prefer them.

A DISTINCTIVE . . . MODERN
NEW FALL STYLE



THE ARCTURUS

Give the public what it wants. That, after all, is the secret of increasing sales for any product.

The popularity of the GOTHIC style has been so marked that we have designed a similar style, the ARCTURUS—embodying the general features of the GOTHIC, but even more attractive. Portraits inserted in this distinctive, modern easel arouse your customers' interest and influence their decision in favor of your product.

Available in all standard sizes—3x4 to 8x10 upright, also in the horizontal 8x10 size—Greytone and Neutralblend.

The illustration above gives you an idea of this style. But no illustration can properly describe the sparkling beauty of this new mode mounter. Therefore, make use of this Sample Offer and be convinced.

Your inquiry and 10 cents in stamps will bring a sample, postpaid.

SAMPLE OFFER W-2

It is not necessary to put in a large quantity, but do not try to do business in these times with last season's styles.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

Did I tell you about Len Cordini, our shipping clerk? He belongs to the National Guard (or does it belong to him?), and when he went to the camp down San Luis Obispo way, they gave the men some horses to ride. The captain says nobody gets off without orders. Len's horse bucked and he landed on the ground. The captain says—sargent—did you have orders to get off? Yessir. "From headquarters?"—No, says Len—from hindquarters.

I was over at a friends house while he was practising his piano lessons. He asked his father what's a cop—how many beats in a bar? And his dad says — search me — I only know how many bars in a beat.

Anyhow—we got talking about our folks and grandfolks and further back. I was telling him how long my people were in this country and he says—I suppose youll be telling me they came over with Columbus. And I says—nothing doing—me people had a boat of their own.

I was listening to a man on the radio who said—after all—England and the United States speak the same language.

Oh—yeah?

Did you ever notice—a man goes into a speakeasy optimistically and comes out misty optically?

There's a bright side to everything
But it gives no joy or fun
To see the shine upon the suit
We've worn since '31.

Reminds me. If you buy a overcoat for the winter, be sure to get one whats big enough to cover the radiator. That's very reportant.

Did anyone ever try to sell Walter Winchell an exposure meter? (I think Al Jolson tried it.)

I like this N.R.A. business. I get a day off every week. Only I dont know what to do with it.

Last week I met a friend of mine and he asked me what I was going to do. I said—If youll lend me your roadster, five dollars and your girl, Ill go for a ride.

Ive got more time now, so Ill need more money. So I asked the boss how about it and he says N.R.A., Jerry, N.R.A.

Later I figured out what he meant—No Raise Anticipated.

—JERRY.

No Excuse for Incorrect Exposure

Exposure Meters Save Time, Temper and Money.

WESTON METERS

Photo electric cells eliminate batteries. Nothing to replace. Extremely sensitive and accurate under all conditions.

Model 627 (Cine)
Price with leather case **$22.50**

Model 617 (Universal)
Price with leather case **$33.00**



Weston Model 627

Among other meters we can supply—

Tele-Bewi Distance and exposure	$16.50	Watkins Hunter	$4.00
Bewi-Senior Exposure and view finder	11.00	Harold Exposure Scale	2.00
Gracophot	9.00	Harvey Exposure Scale	2.00
Bewi-Junior, Model II	7.00	Harvey Motion Picture Meter	2.00
Lios	7.50	Steadman Aabameter	2.00
Dremo Meter	6.50	Milner Light Gauge	2.00
Heyde Aktinometer	5.00	Milner Cine Meter	2.00
Practoscope	5.00	Zeiss Diaphot	1.75
Watkins Cine	4.25	Mooney Quickset	1.00
		Presto	.85
		B&W Exposure Record & Diary	.75

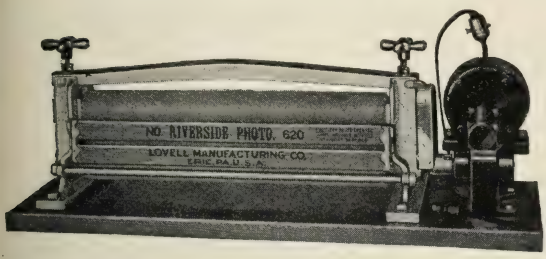
Descriptive Leaflets of exposure and distance meters sent on request.

See the Kodak Exhibit at the Century of Progress Exposition

Make a point of visiting the Eastman Kodak Company's Exhibit in the Hall of Science. There you will find a complete history of the science of photography grahpically portrayed. Courteous and well informed attendants are present to aid you in your photographic problems—to show you how best to film the Fair. Ciné-Kodak movies of day-to-day Fair activities are shown in a comfortable projection room.

Bargains for the Photographer

RIVERSIDE PHOTO WRINGER



Here are two shopworn wringers, used as demonstrators. They are in very good conditions.

Furnished with ⅛ H. P. single-phase A. C. or D. C. motor—can be attached to lamp socket. Speed of rolls, 27 R.P.M.

A *pressure lift* releases contact when not in use, preventing flat rolls. *Continuous drive* with cogs on drive end eliminate buckling of prints.

	Rolls Inches	Shipping Weight Lbs.	Net Price A C Motor Each
No. 620	20x3	165	**$93.00**
No. 622	22x3	173	**96.00**

Terms can be arranged.

WRATTEN K 3 FILTERS

2 inch square, gelatin	**$0.30**
3 inch square, gelatin	**0.65**
1⅛ inch square, in B Glass	**1.10**
1½ inch square, in B Glass	**1.20**
1¾ inch square, in B Glass	**1.35**
2 inch square, in B Glass	**1.55**
2¼ inch square, in B Glass	**2.15**
2½ inch square, in B Glass	**2.25**
2⅜ inch square, in B Glass	**2.25**
2½ inch square, in B Glass	**2.25**
3 inch square, in B Glass	**2.75**
2 inch circle, in B Glass	**1.55**
2 inch metal cell	**3.00**

The supply is limited.

Order today.

HAWKEYE BOX CAMERAS

Sell them—

Rent them—

Loan them!

No. 2, Model C, 2¼x3¼

Single finder, uses 120 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each..... **63 cents**

No. 2A, Model B, 2½x4¼

Two finders, uses 116 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each..... **$1.00**

STEEL ENAMEL TRAYS

We have a limited supply of second quality trays which we offer at special price. With reasonable care these trays should render a lot of satisfactory service. Remember—the supply is limited.

8x10	**$0.75**
10x12	**1.00**
11x14	**1.60**
14x17	**2.50**
16x20	**3.25**
18x22	**4.95**
20x24	**6.00**
23x28	**8.75**

SERIES C COLOR FILTERS

Equal in color value to W & W G Filters

⅞ inch round in cap mount	**$1.10**
1⅛ inch round in cap mount	**1.10**
$1\frac{7}{16}$ inch round in cap mount	**1.25**
4½ inch round in cap mount	**4.90**

Bargains for the Photographer

4x5 HAMMER PRESS PLATES (H & D 1400)

These are really fast plates of which we have an over-stock. They are about a year old but still in excellent condition.

Special price, per dozen.....**65 cents**

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

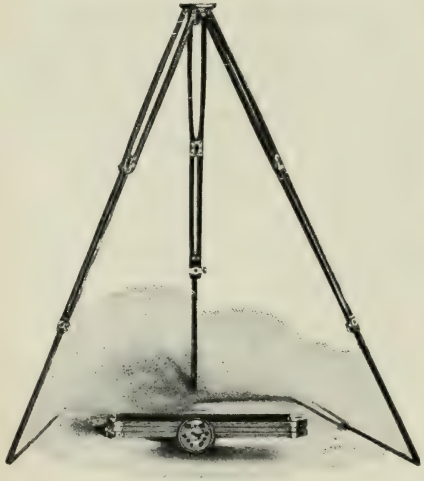
Bargain Price.....20 cents each

VAKAGRAPH PRINTER

Without number device but with six masks. Can be used as border or regular printer.

Price **$45.00**

NUMBER 3½ COMBINATION TRIPODS



Length closed	22½ inches
Length opened	55 inches
Weight	4 pounds
Diameter of head	5¼ inches

New Tripods

Bargain Price $5.00

NEWCO FLASH POWDER

Your choice of the following grades: Universal, Extra Fast, Slow, and Flash Bag.

2-oz. bottles.....**$0.75** each net
Lots of 6.....**$0.62** each net

RUBY GLOBES FOR FLASHLIGHTS

Will fit average pocket or hand model flashlight, so it can be converted into an emergency ruby lamp. A handy thing to have.

Price .....**20 cents**

PAKO ROCKER SYSTEM



This is a dry-hand method of handling prints — speedier, more economical and a protector of quality.

500 to 600 prints hourly is an easy average to maintain. Operates with about 25 per cent of operator's time. Requires no skill. Carries your prints through short stop, hypo, wash and drain without wasting time or effort—without wetting a finger.

This is a demonstrator, condition like new.

Pako Rocker System

Complete, including 1 Hypo Tray, 1 Short Stop Tray, 1 Wash Tray (Pat. outlet), 1 Time Indicator, 1 Drain Stand, 4 Print Carriers, and 1 Motor equipped Rocker and Base..**$160.00** or 12 payments of $14.10 each.

KODACOAT PAINT .. Protects All Surfaces against Chemical Solutions

KODACOAT solves a multitude of workroom problems. It may be used for protecting any surface against photographic chemicals—makes trays, tanks, sinks, both waterproof and chemical proof. Kodacoat paint is non-inflammable, non-fogging, resists all photographic solutions, both acid and alkali, and will stick firmly to any dry material without becoming brittle or flaky. It needs no thinning, is quick drying and odorless.

Kodacoat is supplied in flat black or glossy black at the following prices: ½ pint, $.45; 1 pint, $.75; 1 quart, $1.25; 1 gallon, $3.50, at your dealer's. Eastman Kodak Company, Rochester, New York.

KODACOAT PAINT

RESISTS ALL PHOTOGRAPHIC CHEMICALS



TOOLS OF MODERN PHOTOGRAPHY

MODERN portraiture demands action, life, realism, the sum of which is expression. Such demands can only be met by a portrait material that is fast. Eastman Super-sensitive and Portrait Panchromatic Films have been given great speed to permit the shorter exposures necessary to secure naturalness of expression. They are the tools of modern photography. Use them. Eastman Kodak Co., Rochester, N. Y.

EASTMAN

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. IX OCTOBER, 1933 No. 10



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Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

Defender Film

Precisely adapted to modern technic
in the portrait and commercial studio

SEVEN VARIETIES

PORTRAIT
Regular or Safety Base

PORTRAIT HGS (Highly Green Sensitive)
Safety Base only

COMMERCIAL
Safety Base only

COMMERCIAL ORTHO
Regular or Safety Base

COMMERCIAL PANCHROMATIC
Safety Base only

PANCHROMATIC
Regular or Safety Base

X-F (Extra Fast) PANCHROMATIC SPECIAL
Regular or Safety Base

•

DEFENDER PHOTO SUPPLY CO., Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by Hirsch & Kaye
239 Grant Avenue, San Francisco

Vol. IX OCTOBER, 1933 No. 10



INTRODUCING—

Daniel Freeman

Daniel Freeman, a native of New York City. To those who know Little Old New York, be it sufficient to mention that he graduated from Public School No. 15, 5th St. and Avenue D. To the uninitiated, we merely mention that his early environment was that of the sidewalks of New York. At the age of 13 he became an orphan, and went to New Haven to live with friends. He tells us he went through Yale (every morning, selling papers). He then obtained a position with a local printing firm and learned the printing craft, staying at the business for ten years. Then he came to San Francisco and continued his former occupation with the Schmidt Lithograph Company.

At about this time he saw an opportunity to open a drug store in the then famous town of Keswick, but the strike of the copper workers put an end to the town and the mining boom. But one good thing did come out of his experience in Keswick. He married a local school teacher, and Mrs. Freeman has been a real help to him ever since. The Freemans have one daughter and two grandchildren.

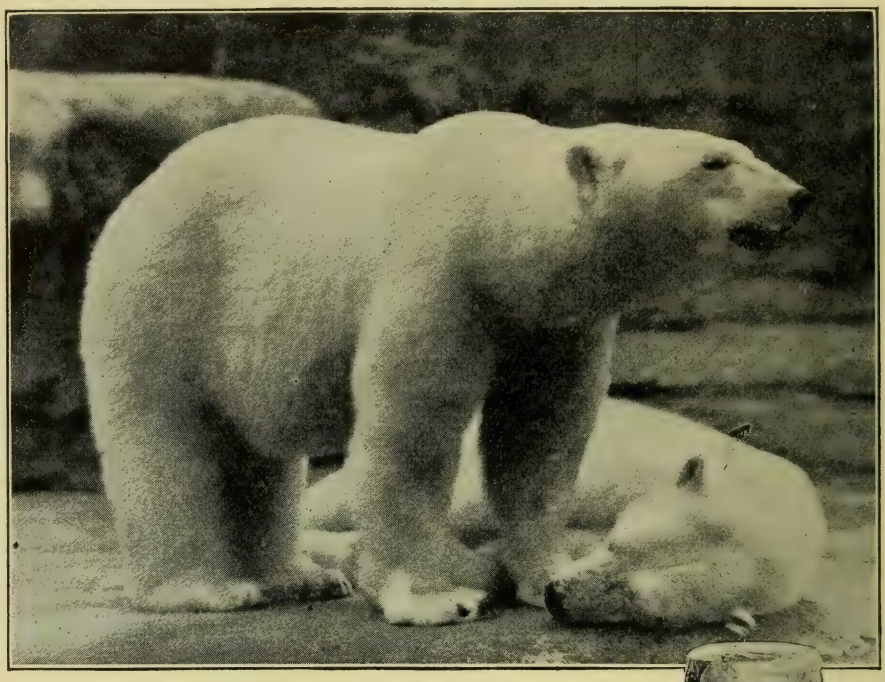
Mr. Freeman located in Monterey in 1904 and has been there ever since.

Rather recently, Mr. Freeman has opened at a new location which places him between two of the largest drug stores in town. He has his own ideas on a fair profit on photo finishing and notwithstanding competition, is apparently able to earn a good margin for himself and keep the business coming to him. Mr. Freeman has always told us that the photographer rather than the agency should have the majority of the profit in a transaction of this kind. It is significant to mention that of his several agencies he has had the business of one for 29 years, and another for 27 years. This, you will agree, is an enviable record. The next time you are in Monterey call on Mr. Freeman and see what his method is.

Focus

The Romans called a hearth or place where a fire burned a "focus." The first lenses were used as burning glasses, so the point where the sun's rays were made to converge was also called "focus," and today the word means to concentrate mentally as a lens concentrates light.

NRA
MEMBER
U.S.
WE DO OUR PART





for

DETAIL

In Shadows and Highlights

Pictol secures exceptional richness of tonal quality in negatives and prints. Developers in which it is used retain their strength for an unusual time, even when exposed to the air for many hours. A complimentary sample will be sent professional photographers who have not tried it. Write the home office in St. Louis.

Mallinckrodt
CHEMICAL WORKS

Makers of the most extensive line of photo purified chemicals

Second and Mallinckrodt Sts. St. Louis, Missouri

Special Notice to Professional Photographers:

Are you receiving Mallinckrodt Bulletin Service? Unusual methods and formulas are included. These bulletins sent to any photographer requesting them on his business letterhead.

New York Chicago Philadelphia Toronto Montreal

Stabilo Tripod

This is an exceedingly rigid tripod of the metal folding type. The upper portion is attractively finished in black enamel, while the interior sections are heavily nickel-plated. The legs are of unusual design in that they are made of sliced tubes of oval design and will not crack or break. We know of no other tripod of equal weight which has the strength of this tripod. Each tripod has American as well as European camera threads.

Length when closed	15 inches
Length when extended	49 inches
Weight	20 ounces
Price	$1.75

A special attractive price is quoted when tripods are purchased for resale.

←❖→

To Help You

In order to help you in the sale of G. E. Flash and Flood bulbs, we have arranged for the distribution of a limited number of window signs. These cards are shipped in folded condition, but on arrival, you open them to the maximum size of 20x27 inches. The cards are self-supporting, with shelf on either side for the display of one each Photoflash and Photoflood bulbs. The center is an attractive set, in color, depicting a children's birthday party being photographed with the aid of a bulb and reflector. The trade mark on the card is the well-known G. E. monogram.

These cards are available on request, with the compliments of the manufacturer and ourselves.

←❖→

Americanism

1805—Millions for defense—not one cent for tribute.

1933—Millions for charity—not one cent for profit.

Photo Miniature No. 205 Home and Studio Portraiture

Here is a helpful, modern book for the photographer. It is written from the modern viewpoint and disregards non-essentials and places the emphasis upon simplicity and directness in portraiture. Pages are devoted to the new technique required to handle new color sensitive material, large aperture lenses and artificial light equipment. A book every photographer should have.

Photo Miniature No. 205

Price—40 cents

←❖→

Table Thermometers

Here is a suggestion for the gift shop or for personal gift. We offer attractive table thermometers, mounted on a round pedestal, 2½ inches in diameter and finished to resemble mahogany. The diameter itself is 3½ inches high and will register from 0 to 120 degrees. The thermometer is mounted on the base, but within a round glass tube. In all, a most attractive and useful ornament for the desk, table or any place in the room.

The price is 50 cents, but if you will order in lots of six or more, we have a price which will tempt you to concentrate on these for the gift season.

←❖→

When you prepare a formula which requires the addition of sulphuric acid, be sure to add the acid to the water. Never add water to the acid as this may cause an explosion.

←❖→

The Death Ray was used by Archimedes in 300 B. C. at the battle of Syracuse when, by means of mirrors, he concentrated the sun's rays and burned the Roman galleys.

for perfect pictures

GEVAERT

plates

S.S.S.-Press A-H
Super Press A-H
Super Chromosa A-H
S.S.S. A-H
S.S.S. (plain)
Sensima Ortho
Studio
Ortho Process
Postcard
Lantern Slides

films

Studio Ultra Pan
Studio High Speed
Universal Ortho
Commercial
Process
EXPRESS Superchrome—
Cut Film
Filmpack
Rollfilm
Film for Leica
Cine
35 and 16 MM.,
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papers

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Projection
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Novagas
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2000 Pictures Every Second!

High Speed Camera Perfected to Aid in Research Work

A motion picture camera capable of taking 2000 pictures per second, and a timing device capable of recording the exact instant at which each picture is snapped, have been perfected.

The new apparatus, a joint triumph of the Eastman Kodak Co. and Electrical Research Products, Inc., is expected to prove a powerful tool for research in the hands of scientists and engineers. For the present, it will probably find its greatest use in the study of the motion of high-speed machinery.

The camera, developed by the Eastman laboratories, has two lens systems, which record two pictures or "fields" on the same film. One field is the object or scene under study. The other field is the face of a clock which records time in minutes, seconds and hundredths of a second. This clock-face is part of the timing apparatus which has been developed by Electrical Research Products, Inc.

It is difficult for the layman to appreciate the technical difficulties which had to be overcome in working out this new apparatus.

The amateur movie-maker will get some idea of how much film this camera consumes by a simple comparison. The standard 100-foot roll of film which runs through his camera in four minutes would take less than two seconds to go through the high-speed camera when it was recording 2000 images per second.

Flash Bulbs for Press Service

An increasing number of press photographers are now equipped with synchronizers which we learn produce maximum efficiency when used with a special type of flash bulb. We are prepared to furnish special flash bulbs for newspaper service, provided you are equipped with a synchronizer, designed with these bulbs in mind. If you do not have a synchronizer, the regular bulbs will give you the best results. If you desire the special bulbs, please specify for newspaper service, and we will know which kind to send.

When you place your order it will be well to remember that we pre-pay transportation when bulbs are ordered in standard packages of sixty when shipped to points within the continental limits of the United States, Alaska and Hawaiian Islands.

←❖→

Copying Blue Prints

If you have occasion to copy a blue print, you will find it advisable to use a bright yellow light to illuminate the copying easel. The blue of the print and yellow light combine as green, and when a process plate is used, the contrast will give you a desirable negative.

←❖→

Now that the summertime rush is slowing down and picture makers have more time for the finer points, suggest the Kodak Self Timer.

Then the host can be in the picture and a complete record of the fun is made. With this handy little accessory, no one has to say, "No. I *took* that one."



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New
INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

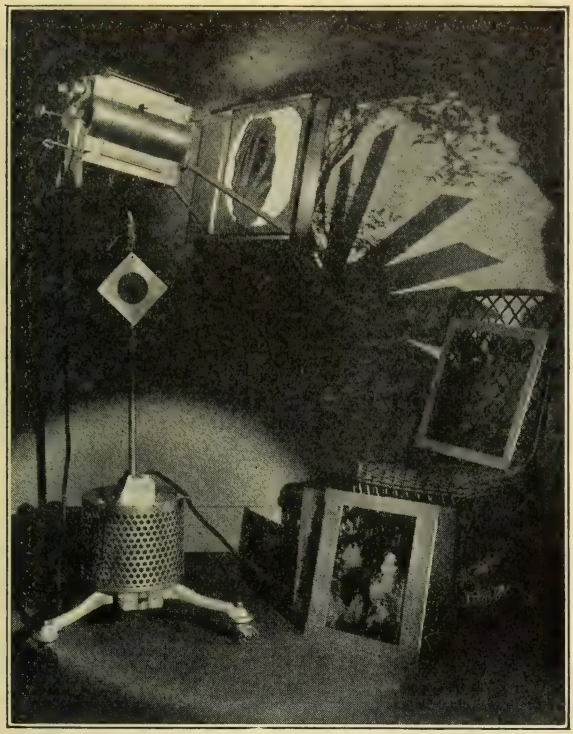
161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS

BEATTIE'S MARGUERITE HI-LITE

and Shadoleaf Slides

(Patents Pending)



Beattie's Marguerite Hi-Lite and Shadoleaf Slides

Background shadow compositions of Manzanita, grease wood and chaparral of the deserts, projected onto plain grounds by means of a spotlight, have long been familiar to those in attendance at the conventions and who have watched Beattie's demonstrations.

A way has been found to simplify the projection of background designs and to make them far more beautiful than by any other method, and exceedingly practical for anyone who can "read" a lighting.

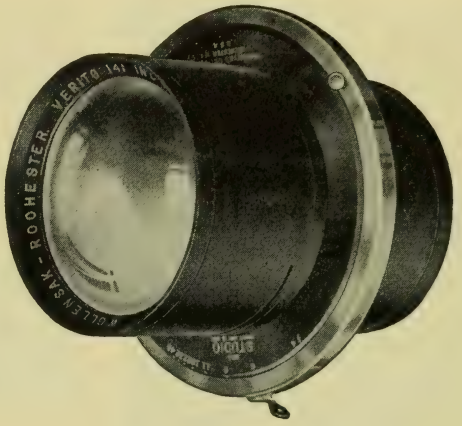
Negatives are made of carefully arranged compositions of the dwarfed and gnarly growths made picturesque by the heat and drouth of the deserts. From these negatives are evolved Beattie's Shadoleaf Slides for use with the Marguerite Hi-Lite. The shrubs and objects selected for this purpose are so arranged that a great variety of compositions and effects can be had with a single slide, with lines and curves that can be made to harmonize with the general composition.

The Marguerite Hi-Lite is a 12 and 25 ampere arc spotlight of the highest class, primarily intended for background projection, but suitable for all other spotlight purposes. The price is $115.00, including the slides and stencils heretofore supplied, and now the Shadoleaf Modernistic Slide No. 1—shown herewith—at no additional charge. Slides now available at $7.50 each include the following: No. 1 Modernistic-Foliage; No. 2 California Pepper; No. 3 Desert Chaparral; No. 4 Desert Manzanita; No. 5 Death Valley Smoke Tree.

Projection frame to fit any Hi-Lite, with stencils and one Shadoleaf Slide, $20.00. Full directions and diagrams furnished. *Terms if desired.*



Evelyn Peirce, of Hollywood. General lighting by an Odeta. Modernistic ground from a Marguerite Hi-Lite and Shadoleaf Slide.



WOLLENSAK VERITO—

an outstanding soft-focus lens

With the Wollensak Verito diffused focus lens you can achieve an endless variety of original effects. Its gentle diffusion adds charming pictorial beauty to your work.

Verito is a doublet, speed f.4. Rear lens, used alone, ideal for portraits. Used as projection lens, Verito softens harshest, most wiry negatives.

Learn for yourself how Verito diffusion can improve your work. Write today for liberal trial offer.

●

Wollensak Optical Co.

ROCHESTER, NEW YORK

The New Code Will Not Eliminate Necessary Competition — Individuality Will Still Be Necessary

By Robert R. Beattie

By the time this goes to press we fervently hope that the Code for photographers shall have become a law of the nation. It is the greatest opportunity ever presented to photography to place itself on the plane it so richly deserves—one that warrants the respect and admiration of every community; one in which the bargain hunter finds no Paradise.

In order that we may capitalize our opportunity to its fullest measure, we must first analyze the probable and possible effects of the Code. For the first time in many years success in photography will be less a matter of price and more a matter of quality. Under its provisions the man with greater sincerity, with greater zeal, with greater effort to build up the quality of his work will be the one to profit. The day has come when the ability of the workmen is paramount, quite as it should be.

The Code will not and cannot be expected to directly increase the number of persons wishing to buy photographs, nor can it be expected to induce the customer to buy additional prints. *But it may be depended upon to protect any accomplishments which we as individuals may make in this regard.* Through its provisions we no longer need fear that we will build up a new market for pictures only to have it destroyed by unethical practices within the profession.

And if for the moment, we are willing to "step out of character" in order to analyze all possibilities, we shall take heed of the vast throng who constitute the Great Unphotographed Majority, who are patrons of neither our studio nor of any other. At least two means of access to them are available. We may contact some small portion through the medium of our showcases if our samples are not alone good likenesses, but are sufficiently interesting to attract the total stranger. But to contact the greater portion practically, we shall have to look at the problem from another angle.

The average portrait made today too often finds its way to the ignominy of the "bureau drawer," representing only its small original profit to the maker. If we can but add that certain "something" that will induce its use as decoration in the subject's home, we shall have created a pyramiding flood of prospective patrons. Visitors at that home will be impressed with the *value of photographs as decoration;* will be impressed with the name and ability of the photographer as well. An endless chain of ethical publicity at a cost exactly *nil.*

The common garden variety of portraits may continue to find their way into oblivion. Our pictures must compete—not with other photographs—but with etchings, paintings, reproductions, chromos.

There are a thousand ways of adding decorative interest. Color when properly done is but one, and the subject will infrequently pay the extra cost. Etchings are popular for interior decoration. Done in monochrome, these rely entirely upon balance of masses, the play

(Continued on Page 15)







Our Salesmen Tell Us

The **Wiley Studio** at Visalia was destroyed by fire early on the morning of September 24. The studio was located in the Holt Block which caught fire in another store, and before anything could be removed from the studio, everything was destroyed. Mr. and Mrs. Wiley are now seeking a new location and will probably be settled in their new studio by the time you read this.

♠ ♠

The **Pacific School of Photography** is now located in larger and more suitable quarters at 1617 California Street, San Francisco. Anyone desiring to learn more about photography is invited to write to William Horace Smith, the director of the school.

♠ ♠

Dorothy Moore of San Francisco and **Kathleen Dougan** of Berkeley announce the establishment of a studio in Oakland under the management of **Mrs. Hemynge.** The studio is located at 2017 Broadway and is an unique adventure. Miss Dougan will continue her specialty of children's portraits, while Dorothy Moore will photograph their mothers, fathers, uncles, cousins and aunts. The original studios of Miss Moore and Miss Dougan will function as usual. The announcement we received is one of the most cleverly designed we have ever seen.

♠ ♠

Charles Abel, editor and publisher of "Abel's Weekly" and "The Commercial Photographer," has been appointed secretary of the Photographers Association of America. The office of the Association is therefore moved from Flint, Michigan, to Cleveland. Mr. Abel is executive manager of the National Code Committee for portrait and commercial photography.

♠ ♠

J. B. Rhea, Monte Rio photographer, went to Nevada for his vacation. It is rather difficult to understand why a person who lives at Monte Rio should go elsewhere for a vacation. Nevertheless, Mr. Rhea enjoyed himself in Nevada and returned to San Francisco to tell us of the renewed mining activities in Nevada.

♠ ♠

Eugene Carter has purchased the Dora Warren Studio at Paso Robles. Mr. Carter formerly had a studio in the Midwest, but after the studio was destroyed by fire, he came to California for a new start.







Our Salesmen Tell Us

We were privileged to see and admire a collection of unusual prints made by **Mrs. Henry Sackrider** in the Marysville Studio. Mrs. Sackrider has photographed a number of dogs, and has obtained some pictures that should be hung in a Salon. It looks to us as though Mrs. Sackrider has created a new field for photographic specialty. The pictures, of course, are not ordinary dog pictures, but are intimate camera studies of the pets.

♣ ♣

Fred D. Burleigh has closed his studio in Stockton and has accepted a position with the State. Mr. Burleigh will be recalled as a former and very well known Eastman demonstrator. He takes with him the good wishes of his many friends in the photographic field.

♣ ♣

Robert Murray of San Francisco is now back at work in his Market Street laboratory. He has been ill for many months, and we were glad again to see him at his usual place of business.

♣ ♣

According to latest reports, the several committees responsible for photographers codes are still in session. It is now the intention of the Government to get away from the idea of a lot of small and petty codes and all photographic industry is to be regulated under one general code, in which the three branches, photo finishing, portrait, and commercial work will have an equal voice.

♣ ♣

Mr. Winters, owner of the Crescent Studio in Fresno, came to San Francisco to attend the Masonic Grand Lodge Session.

♣ ♣

Mrs. Jenny Givens, wife of J. D. Givens, died October 4 at Monterey Hospital following a short illness. Mrs. Givens has been very active in photographic work, for she was an expert operator and printer. During the World War, she managed four studios at as many Army Posts. Mr. Givens will be remembered as the photographer whose studio is located in the Presidio of San Francisco.

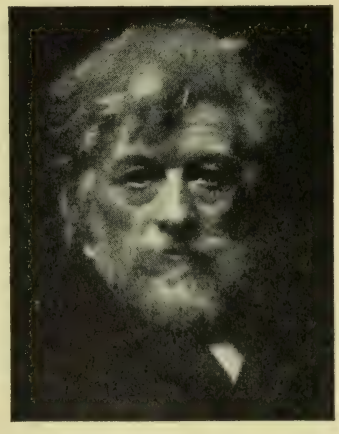
♣ ♣

Maurice Kach of Grass Valley was another visitor. Mr. Kach recently took over the Marion Maile Studio, combining the studio with his own.

You Do Your Part— Why Not Tell It?

It is now possible for you to obtain a Roover's Hand Embosser which will emboss the popular NRA emblem. The embossed area is approximately ¾ of an inch square, large enough to be practical, but small enough to remain dignified. The embosser has sufficient strength to emboss letterheads or double weight paper, and is so mounted that you can use it on the lower left-hand corner of your invoice, statements, letters and even advertising material. A sample impression will gladly be sent if you wish to see it, and the price of the complete embosser is only $1.25. Embossers are in stock for immediate delivery. Have you one?

For Finer Projection Prints



CHARCOAL BLACK

A river cannot rise above its source: a print cannot be more beautiful than the paper it is made on. **CHARCOAL BLACK** brings to landscapes and portraits alike the inimitable charm of the most beautiful papers the world's mills can produce.

Every sheet guaranteed perfect.
Test strips in every package.

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THE NEW CODE AND COMPETITION

(Continued from Page 11)

of light and shade and composition for their decorative value, and it is these attributes that should constitute the very heart of photographic portraiture.

So let's strive to make our portraits more than likenesses. Let's broaden our field of prospects by adding a decorative interest that can well change the entire meaning of photography to the uninitiated. We must first raise our standards of composition, using the likeness as a center of interest. We must read up on composition, study the works of the old masters who excelled in this; analyze the pictures of contemporary masters with a view to better understanding fundamentals. A good book or two on the subject is excellent to have at hand for ready reference.

By careful study of the sitter, we may easily avoid commonplace lighting and posing. We may build up a decorative composition around our subject with simple accessories, a branch of fine-leafed foliage, a spray of delicate flowers, a bit of fern, a vase or other plebeian object of good line that lends itself to what we have in mind. We must avoid straight hard lines, parallels, black shadows, solid masses. Appealing as such compositions may be when properly executed, they are inclined to lead off onto a side-track of freakishness that will find favor only with the few.

We shall control the lighting of our background until it becomes subordinate to the center of interest; neither so dark nor so light as to be in sharp contrast with the subject lighting. We must subdue distracting spots on hands and draperies that destroy coherence of the whole. Lighting the subject simply (we need not confine ourselves to the ordinary three-quarter front lighting), we'll strive for roundness and a long scale of graduation, balancing the whole into one composition, no part of which competes with the center of interest for attention.

We may break a plain wall or ground with shadows arranged to carry out the balance of curves and masses in a manner similar to the use of projected backgrounds in the motion pictures that we see. These are designed to appeal to an artistically uneducated audience—and they like it. When we use a painted ground, we'll handle it as the maker intended, softly out of focus, with the pattern placed to enhance the composition.

We may overdo decorative portraiture as long as harmony prevails. Prints from "extreme" negatives prove best for display, stopping strangers to the subject long enough to impress them with our name. Thus we are able to teach through the medium of our showcase that portraits lend themselves most ably to interior decoration.

When the time arrives to show the proofs, we may suggest this use of portraits by requesting details of the room in which they are to be hung, offering to mount and frame in harmonious accord with their intended surroundings.

Let's put our hearts into the idea of selling portraits for decoration. Enthusiasm plus the protection granted by the Code will help us to create a vast new market from the ranks of the Great Unphotographed Majority.

—Reprinted from Abel's Weekly.

Exhibition of Photos

For some time past a number of very fine exhibits of photographic works have been displayed at the M. H. de Young Memorial Museum, Golden Gate Park. The Museum has been doing a fine bit of work in thus bringing to the attention of the public the achievements of those who use photography as a means of expressing ideas and con-

(Continued on page 25)

Bradley Cutters



These trimmers are now made with ruled table and an adjustable attachment which holds the blade upraised ready for instant use—a valuable feature found in no other trimmers.

In all details of construction they are first quality, guaranteed, and will be found absolutely satisfactory for the accurate trimming of mounts, prints, etc. Four sizes, made with self-lifting blade as follows:

Diamond Trimmer,	6 in. blade	Price $2.00
Dandy Trimmer,	8 in. blade	Price $2.50
Studio Trimmer,	10 in. blade	Price $3.00
Monarch Trimmer,	12 in. blade	Price $5.00

The Popular



The ruled table is also a feature of this trimmer, providing a perfect cutting guide at any point on the board. Large enough for all ordinary studio work.

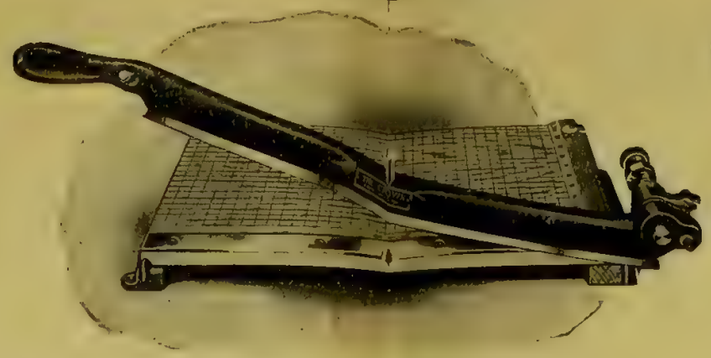
15 inch blade ..... Price $10.00

The National

This Bradley Trimmer has 18-inch blade, adjustable joint and rule, with table ruled in accurate half-inch squares. It is a perfect machine in every detail and meets every requirement of the professional studio.

18 inch blade ..... Price $18.00

The Crown



(Self-Lifting Blade)

Same as The Imperial, with ruled table and 15-inch self-lifting blade.

15 inch self-lifting blade ..... Price $15.00

These and other Trimmers can be purchased on time payments from

HIRSCH & KAYE

Eastman Metal Trimmer



Consistent accuracy is the chief merit of this all-metal trimmer. The self-sharpening knife is of high grade tempered steel, so shaped and mounted as to cut with the minimum of effort and with perfect registry.

The metal table is marked off in half-inch squares. These marks are engraved into the surface, not merely painted on and the surface is then given a highly polished enamel finish.

A brass ruler is attached to the table and a transparent trimming gauge is supplied. There are three sizes: No. 10—10 inches wide; No. 15—15 inches and No. 20—20 inches.

No. 10	No. 15	No. 20
$15.00	$20.00	$20.00

The Imperial



(With Self-Lifting Blade)

This excellent machine embodies all the good features of other Bradley cutters—and more. It is made with the ruled table and adjustable joint, and the blade is equipped with an adjustable spring which holds it upraised at any desired height, ready for the next cut. Thus both hands of the operator are free to manipulate the paper, and the labor of operating the cutter is reduced to a minimum. No effort is required to raise the heavy knife, which practically lifts of its own accord, yet so perfect is the adjustment that when pushing the knife down the pull of the spring is scarcely perceptible. One trial and you will fully appreciate the great convenience of this improvement.

18 inch Self-Lifting blade ..... Price $23.00

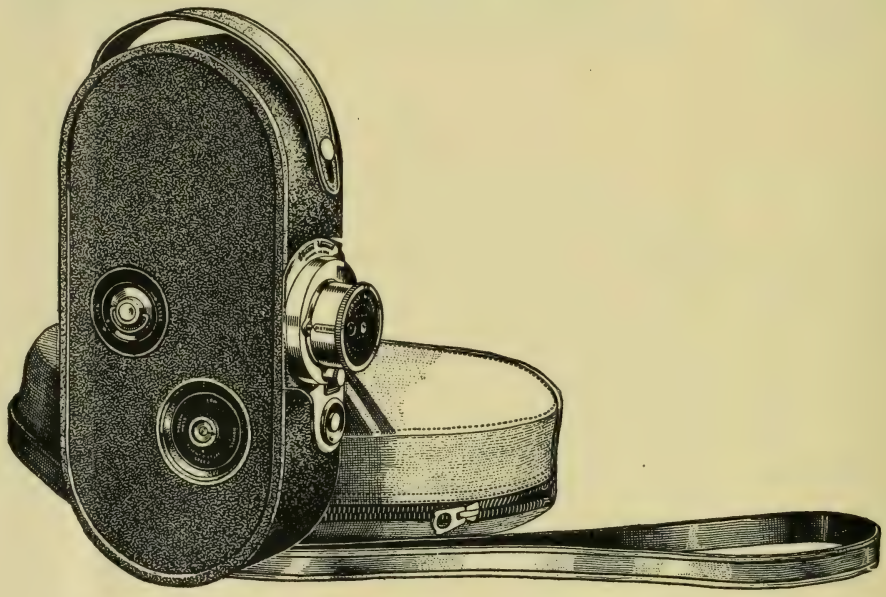
The Springfield



Another powerful machine, built on plainer lines. Has 24-inch blade, plain table with adjustable squaring gauge, but has no front gauge or binder.

24 inch blade ..... Price $25.00

STEWART-WARNER MOVIE CAMERA



Now anyone can take good movies anywhere with the Stewart-Warner movie camera. Motion picture photography is now within reach of everyone. No intricate gauges or charts to follow, no expert knowledge required. Simply sight for the object, press the button and the camera automatically makes a motion picture film of the finest quality.

The Stewart-Warner 16 mm. camera is fitted with an F3.5 lens. The camera includes a 4-speed adjustment which permits the production of film to be projected in a sound projector as well as normal exposure, slow motion and high speed. The camera may be loaded in daylight with either 50 or 100 foot rolls and weighs but two pounds, 10 ounces fully loaded.

Stewart-Warner movie camera, with F3.5 lens, furnished complete with leather-bound, water-proof, slide fastener carrying case of sporty new design.

$16.50 *Net*

(NOTE: THESE ARE NEW CAMERAS.)

Order today from HIRSCH & KAYE

Be Careful About Your Prices

It may be of interest to publish an addition to Assembly Bill No. 770, approved by Governor Rolph, May 24, 1933, to read as follows:

An act to add section 1a to an act entitled "An act relating to unfair competition and discrimination, making certain unfair and discriminatory practices unlawful, defining the duties of the Attorney General in regard thereto, declaring certain contracts illegal and forbidding recovery thereon, providing for actions to enjoin unfair competition and discrimination and to recover damages therefor, making the violation of the provisions of this act a misdemeanor and providing penalties," as amended, relating to unfair competition.

[Approved by the Governor May 24, A.D. 1933.]

The people of the State of California do enact as follows:

SECTION 1. Section 1a is hereby added to the act cited in the title hereof, to read as follows:

Sec. 1a. Every person, partnership, firm, corporation, joint stock company, or other association engaged in business within this State, who shall sell any article or product at less than the cost thereof to such vendor, or give away any article or product, for the purpose of injuring competitors and destroying competition, shall be deemed guilty of a misdemeanor, and on conviction thereof shall be punished by a fine not exceeding five hundred dollars ($500), or by imprisonment not exceeding six months, or by both said fine and imprisonment. The term "cost" as applied to production is hereby defined as including the cost of raw materials, labor and all necessary overhead expenses of the producer; and as applied to distribution "cost" shall mean the cost of the article or product to the distributor and vendor plus the cost of doing business by said distributor and vendor.

The provisions of this section shall not apply to any sale made:

(1) In closing out in good faith the owner's stock or any part thereof for the purpose of discontinuing his trade in any such stock or commodity, that is, as in the case of the sale of seasonal goods, or to the bona fide sale of perishable goods to prevent loss to the vendor by spoilage or depreciation;

(2) When the goods are damaged or deteriorated in quality, and notice is given to the public thereof;

(3) By any officer acting under the orders of any court.

It may also be timely to mention that the State of California has a law similar to the National Industrial Recovery Act. This law was approved by the Governor on August 4, 1933, and regulates all business done within the State which may not be governed by individual code. The district attorney of every county will enforce the ample provisions of the State Laws.

You'll Enjoy Using This Handy Device --

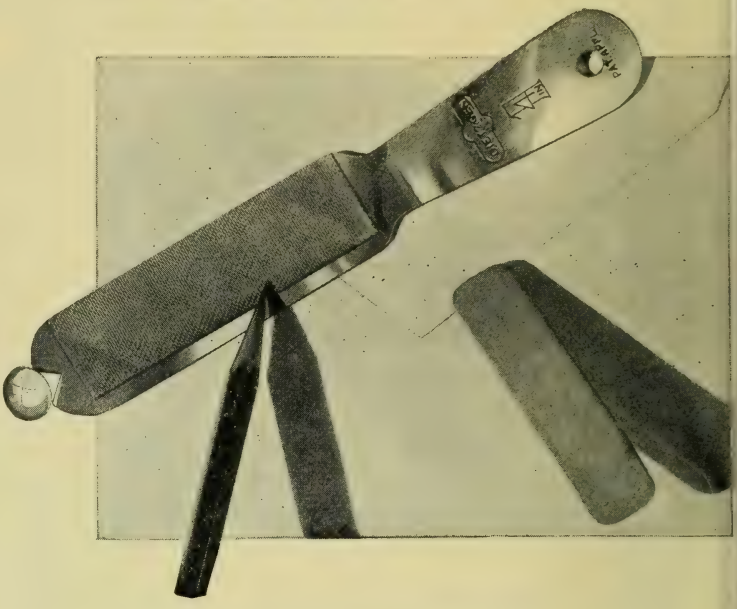
The MULTI FILE

for Home, Office or Classroom

- Pencil Pointer
- Eraser Cleaner
- Tack Lifter
- Paper Knife

Inexpensive
Practical
Indestructible

This combination tool will save you many valuable minutes . . . at the office . . . in the home . . . or classroom. Order one or more today.
Handy 4-in-one Multi File, six inches long with handle neatly finished. List Price, each $0.30



Order Today From Hirsch & Kaye

Christmas Camera Assortment No. 414

Here is an excellent companion display to the No. 409 Display of cameras and film. The new display consists of five cameras, two each No. 616 Brownie and No. 620 Brownie and one No. 2 Brownie Special, a new camera with double lens. The display will include five attractive Christmas wrappers and one suitable display card of size that will permit its use on the No. 409 display stand. This is an ideal assortment of popular price cameras, the total list of which is $14.25. The No. 414 Christmas Camera Assortment is offered to you for resale for $9.98, and because of the attractive display card and gift wrappers, should find a ready market.

We suggest you order today and make your display.

DO YOU KNOW

—that sensitive photographic emulsions should not be stored where they are exposed to heat, chemicals, dampness or in a room where gas is burned?

—that emulsions are much more sensitive to light when dry than when covered with developer solution?

—that a diffusing lens will remove a great many objectionable "whiskers" and specks that often show up in your enlargements?

→※←

Intelligence enables a man to get along without education, and education enables him to get along without intelligence.—*Elbert Hubbard.*

The 1929 Myth

In the discussions of our national recovery program there is much reference to 1929—the boom times before the crash. Some people even talk of getting back to 1929 prosperity.

1929 was not prosperity—it was insanity. There is no secure hope for any of us in getting back to 1928 or 1929. Few studio photographers who can recall how they actually felt in those years will be willing to state that in 1928 and 1929 their business was either satisfactory or secure.

The present movement is not a going back to where we left off in 1929. It is, in deliberate intent, a vast co-operative effort to throw off a disease which has undermined our national well-being, and to build a new economic life for all our people on a foundation of sound economic health.

Tersely, it is a nation-wide campaign for the elimination of the chisel. And it begins with a chisel-proof minimum for labor because, without this, competition is not the life of trade, but the death of it.

The Photographic Manufacturing Industry is operating on a special code of fair competition approved by President Roosevelt, with a maximum 40-hour week. Although rates of pay and average earnings per worker employed have been far higher in this industry than for industry in general and have held with but little change throughout the depression, the hearty acceptance of the NRA idea has meant the addition of from 10 to 15 per cent in number of employees and many thousands of dollars to weekly payrolls.

The first step, courageously taken, will be followed by others. In that we must all have faith. But none must expect to climb a mountain on the first day out of bed.

It is unlikely that the temper of the American people will ever permit the abolishing of competition in favor of monopoly except in utilities, railroads, and the like, but chisel-proof minimum prices and chisel-proof living profits are as logical in any legitimate business as chisel-proof minimum wage levels. That the present movement will proceed in that direction throughout the industrial and commercial life of the nation seems reasonably certain.

—*Agfa Ansco News.*

Sales Tax Ruling

The State Board of Equalization has given us a very definite ruling that the sale of dry plates to photographers is a taxable transaction. An exception would be the purchase of lantern slide plates by a photographer who would resell finished lantern slides to his customer. In that case, the maker of the lantern slides would collect the tax from the person for whom the slides were made.

This ruling does not apply to flat film as used by portrait photographers. The sale of X-Ray film to hospitals, X-Ray institutions and individuals is also a taxable transaction, the tax to be paid by the purchaser of unexposed film.

Something You Will Want

A number of photographers have told us at various times that they would like to receive illustrations of just how certain lighting effects were obtained. The Mallinckrodt Chemical Works have prepared a series of monthly bulletins, each one of which contains reproduction of a photograph and detailed explanation and illustration of just how the camera, subject and lights were arranged. If you would like to receive these bulletins, just mention your desire to Hirsch & Kaye, and we will see that the bulletins are sent to you.



MASKS ARE NOW AVAILABLE

ORDER YOUR SET NOW—PREPARE YOUR SAMPLES

Suggestions as to Use of Special Papers Sent on Request

Last Year's Negatives Will Make This Year's Cards

Many of your customers obtained excellent negatives last winter, such as would be desired for Christmas greeting cards. Suggest that these negatives be used for this year's cards. No doubt, you have equally desirable negatives in your own collection. Offer the use of your negatives if your customers have none.

It may be that your customers prefer pictures which contain members of the family, but have no negatives. Explain how easily these pictures can be made with Photoflash or Photoflood bulbs. Here is an opportunity to submit constructive information and make additional profitable sales of bulbs, reflectors and film.

These suggestions will remove the last barrier that may remain between you and the sale of greeting cards.

When You Pose a Wedding Group

Most wedding pictures we have seen have all the people stand in a long narrow group. A better arrangement is to have the bride and maids sitting, with the flower girls and ringbearers standing in the front row. The men in the group are relegated to the back row standing. Be sure to pose the bride and groom in the most prominent place in the center of the group.

Keep your Pyro bottles cleaned so that the Pyro solution does not become oxidized. Oxidized Pyro means trouble in developing film or plates. One ounce of a 28 per cent solution of Acetic acid and one ounce of salt in two ounces of water, shaken in the bottle, will remove the oxidized solution from the bottle.

Recovery Straws

Life insurance sales increase, railroad earnings are higher, retail sales are lagging.

In spite of the doubts that afflict Wall street, signs multiply that fundamental business activity now is improving. For the first time in 19 months, sales of new life insurance have climbed above the mark for the corresponding month last year. Reported August production of $688,000,000 contrasted with $668,000,000 for August, 1932.

The final report of July earnings of United States railroads makes satisfactory reading. As compared with July of last year, the gross revenue from the operations of the roads showed an increase of $60,000,000, or 25 per cent; the net revenue, an increase of $54,000,000—118 per cent. August and September earnings also promise to be considerably higher than during the corresponding months last year, but probably will show some recession from July figures. Loadings of revenue freight during August averaged about 100,000 carloads higher than during August last year.

A sudden drop in retail sales, unofficially reported after Labor Day, considerably disturbed chain and department store executives, and foreshadows a decline below September, 1932, levels. It must be remembered, however, that there was an abnormal upswing in sales during September last year and if this month's figures do not reach those of a year ago, they will not necessarily reflect a definite recession in the rate of individual consumer purchases.—*Business Week*.

←❖→

Save your copies of THE FOCUS

Mallinckrodt at the Century of Progress

One of the outstanding displays in the Hall of Science at the Chicago Fair is the display by Mallinckrodt Chemical Works. There are two displays—one devoted to the medical profession, the other of industrial nature, and is of special interest to photographers.

Members of the technical staff devoted more than a year to gathering and assembling the material. The display is of more than ordinary interest, and is of educational interest to all photographers.

←❖→

If you have ever developed a negative only to find that you have a positive, it will be well to look to your darkroom illumination. The result is caused when the negative starts to develop and exposure to actinic light causes that part of the image already developed to act as a negative and expose the remainder of the emulsion which will naturally develop as a positive. This effect will be especially noticeable in the shadows and middle tones. Be sure the Safelight is safe, and that there is no leakage of light to your darkroom. This is especially true now that practically everyone uses Supersensitive emulsions. Use only approved forms of darkroom illumination.

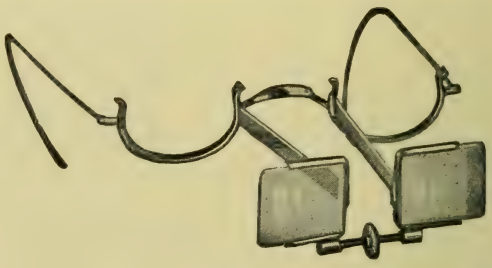
←❖→

A rotten deal is what everybody gets and nobody gives.

←❖→

Concentrate all your thoughts upon the work in hand—the sun's rays do not burn until brought to a focus.—Alex G. Bell.

BINOCULAR LOUPE



This is an optical device that will be appreciated by finger print readers and for anyone engaged in work that requires a stereoscopic impression of an image. The Loupe consists of a frame at the end of which are mounted two carefully matched stereoscopic lenses.

If you wear eye glasses, you attach the Loupe frame to your glasses by placing the Loupe under your regular glasses, wearing both pair at the same time. If you do not wear glasses, just wear the Loupe as though they were ordinary eye glasses. You will readily determine the focus and adjustment of the prismatic lenses, after which the objects viewed will stand out in bold relief as though viewed through a stereoscope.

Binocular Loupe is suggested to identification officers and others who are interested in maximum details in small areas.

Price.....$5.00

HIRSCH & KAYE *have it*

Finger Print Powder

In the identification field there is a continual use for Finger Print Powder and accessories. To meet this demand, we remind you that we are distributors for Supreme Finger Print Powder and Material. Prices follow:

Complete Kit, consisting of 1—2 oz. container and 1—2 oz. container gray powder, 1 camel hair brush, 10 sheets, 3 inches by 2½ inches.

Price $10.50

Powder Kits, less the lifters $7.50

Supreem-O-Film, 10 sheets, 3 inches by 2½ inches $3.50

1 lb. black or gray powders, (divided if desired).....$14.00

½ lb. black or gray powders, (divided if desired).....$10.00

¼ lb. black or gray powders....$5.50

Do not wait until your supply is exhausted, but order today from Hirsch & Kaye.

Photographers who do photographic work for the county sheriff or local police departments should have a supply on hand at all times.

Envelopes for Greeting Cards

To meet the demand for envelopes of high quality to be used for photographic or high class greeting cards, we have arranged for a supply for your convenience. These envelopes are made of fine linen weave stock, unlined and are furnished in either white or buff color. Notice the assortment of sizes:

3 9-16x5 9-16	4¼x6½
4⅜x5⅝	4¼x6¾
4¾x6½	5x7¼

These envelopes are offered subject to change in price according to market conditions.

Price—$1.75 per hundred
$3.75 box of $250
Order today from Hirsch & Kaye.

←❋→

Enlargements for Christmas

Photographic Christmas Cards—Yes! But also—why not enlargements for Christmas?

The sale of enlargements for Christmas is to be encouraged. Frequently in addition to the sale of the enlarged print, you enjoy the sale of coloring service and frame. In order to bring this idea to your trade, we are prepared to furnish attractive window streamers which will help popularize this idea. We will be glad to send a streamer or two if you can use them. Streamers sent on request.

←❋→

Exhibition

(Continued from page 15)

veying facts, as well as a means of artistic expression.

Visitors to San Francisco, as well as residents of the Bay District, will be well repaid for time spent in visiting the de Young Museum. The present exhibit will last till October 23—"Photographs by Johan Hagemeyer."

We shall endeavor through the columns of the "Focus" to keep you advised of forthcoming exhibitions.

Something to Think About

At the present time there are only 357 members in the Pacific International Photographers Association, which is a regional branch of the Photographers International Association of America. The last named organization is usually referred to as the National. The territory of the P. I. P. A. includes California, Washington, Oregon, Arizona, Idaho, Utah, Montana and Nevada and you will agree that the total membership within the district is indeed small.

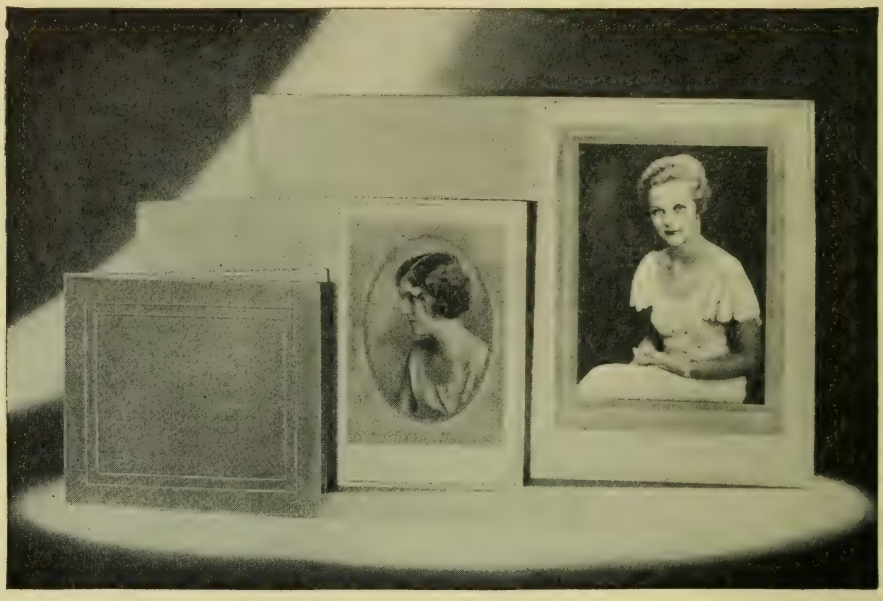
We bring this to your attention because unless more members are obtained the National Association will not be considered as representative of the photographers of this country and most likely the Government will prepare a code for the profession. If this is done, there are likely to be some provisions which you may not like. It is far more desirable that you have a voice in the formation of the rules and regulations which in the future will govern your business.

Members in the P. I. P. A. also gives you membership in the Natoinal. The situation is of great concern to you and to your future. Send $3.00 for your enrollment as a member of the P. I. P. A. and P.I.A. of A. to C. F. Richardson, Secretary, Artcliff Studio, Milwaukee, Oregon.

←❋→

"I wish to thank you for the letter which I find enclosed with my statement, received this morning, and I deeply appreciate the consideration you have shown me.

"My dealings now, as over a period of many years are perfectly satisfactory. Business conditions have been such that we have been trying to use what stock we had on hand so as not to increase the account. Be assured that when any stock is bought it will be from Hirsch & Kaye."—(C.A.M.)



THE PURITAN

Now Also Supplied in Oval

Do not overlook the fact that the taste of the public is always changing. Recent demands for an oval opening folder is convincing evidence—therefore be prepared to give your customers what they prefer.

Many studios have been featuring the PURITAN, illustrated above, to advantage and with the addition of the oval opening it should prove even more popular.

It is a striking style that adds richness to your portraits—that instantly demands favorable consideration.

Made of Patrician stock—all edges downy deckled. The soft two-tone air brush effect around opening is an attractive ornamentation for your portraits.

Available in all standard sizes——3x4 to 8x10 oval and square upright—4x6 to 8x10 horizontal—Greytone and Neutral-tone.

This style should also prove popular for school work.

Samples of both oval upright and square horizontal, 4x6, for 10 cents

SAMPLE OFFER W-7

Remember—you can order *when you need*—in quantity *as you need*—from your stockhouse.

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

I had my suit cleaned before the price went up. Got to be careful now. Went out to lunch yesterday and had to pass up the soup.

♣ ♣

My girl asked me if she should use lipstick. I says to her it all depends on the kind you use. Some kinds are distasteful to me.

♣ ♣

I heard a salesman say most cameras have a bed. Yes—and lots of em are folding beds.

♣ ♣

In Tibet if a man and his wife break chopsticks together its a sign there divorced. In America if a man breaks a stick on his wife's head its the same thing.

♣ ♣

They send no glittering statements out,
When a bank goes broke in China.
To show that it's solvent beyond a doubt,
When a bank goes broke in China.
No bitter tears you see them shed,
But they take a big cheese knife instead,
And amputate the president's head
—*And banks don't fail* in China!

Some people start in business with a shoe string and others have a bath tub.

♣ ♣

In 1860, a photograph cost thirty bucks. Now you can buy the studio for a few cents more.

♣ ♣

If I was working for a photographer I wouldn't ask for a raise. The boss might make me a partner.

♣ ♣

As CODE comes into business, C.O.D. will go out.

♣ ♣

Do you know the difference between the two Roosevelts ? The first used the big stick and this one uses the big sticker.

♣ ♣

Next time you have a day off, or go on a strike, or something, see if you can get this straightened out—

"A funny little man told this to me
I fell in a snowdrift in June said he
I went to a ball game out in the sea
I saw a jellyfish float up in a tree
I found some gum in a cup of tea
I stirred my milk with a big brass key
I opened my door on my bended knee
I beg your pardon for this said he"

—JERRY.

Bargain Lenses

	Speed	Focus	Shutter	List	Bargain
Barre Portrait	F.5	6″	no	$21.00	$12.50
Goerz Dagor	F6.8	4¾″	Compound	50.00	19.50
B & L Kodak Anastigmat	F6.3	6⅞″	Compound	47.00	20.00
Barre Portrait	F.5	7″	no	29.00	14.00
Heliar, in sunk mount	F4.5	6½″	no	55.00	25.00
Versar	F.6	6½″	Regno	35.00	17.50
B & L Anastigmat	F6.3	6⅞″	Compound	47.00	19.35
Goerz Dagor	F6.8	6½″	no	48.00	19.00
Kodak Anastigmat	F4.5	8½″	no	85.75	45.00
Xenar	F3.5	8¼″	no	71.30	32.50
Cook Anastigmat	F.6	13″	no	130.00	75.00
Tessar I C	F4.5	15-19/32″	no	274.00	150.00
Radar Anastigmat	F.4	7¼″	no	64.50	48.00
Tessar I C	F4.5	7½″	no	51.20	35.00
Verito	F.4	8¾″	no	42.50	29.50
Radar Anastigmat	F4.5	7½″	no	64.50	48.50
Seroco	F6.8	7″	Double Valve	25.00	9.00
Carl Zeiss Tessar	F4.5	7″	no	58.30	39.00
Wollensak Wide Angle	F9.5	4″	Betax	47.50	24.00
Tessar I C	F4.5	4-7/16″	no	25.30	18.00
Cooke PortraitIIA	F3.5	10″	no	207.00	150.00
Emil Wide Angle	F.12	4½″	no	45.00	19.00
Velostigmat IIIA	F12.5	5⅜″	no	46.00	19.00
Tessar I C	F4.5	9¼″	no	98.00	66.00
Darlot Portrait	F.5	11½″	no	48.00	29.00
Dallmeyer Portrait 3A	F.4	16″	no	221.00	80.00
Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
Schneider TeleXenar	F5.5	11¾″	no	57.85	42.50
Barre Portrait	F4.5	11½″	no	48.00	29.00
Rapid Rectilinear	F.8	9½″	Victor	25.00	6.50
Vitax	F3.8	16″	Studio	186.00	95.00
Wollensak Portrait	F.5	15″	no	72.00	39.00
Gundlach Portrait	F.4	14″	no	100.00	42.00
Verito	F.4	14½″	Studio	90.00	45.00
Goerz Dagor	F6.8	12″	Sector	130.00	45.00
Verito	F.4	18″	Studio	111.00	51.50
Goerz Dagor	F6.8	4⅛″	no	37.50	25.00
Ross XPress	F4.5	6½″	no	50.00	23.50

Bargains for the Photographer

4x5 HAMMER PRESS PLATES (H & D 1400)

These are really fast plates of which we have an over-stock. They are about a year old but still in excellent condition.

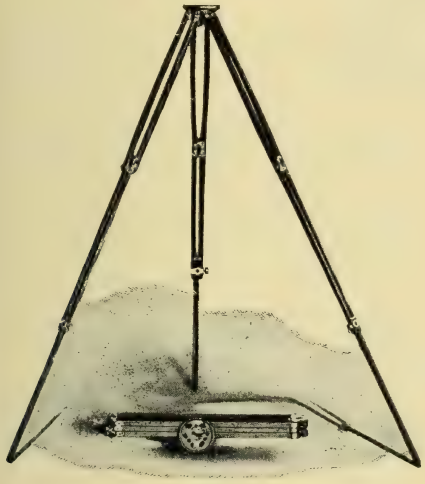
Special price, per dozen.....**65 cents**

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price.....**20 cents each**

NUMBER 3½ COMBINATION TRIPODS



Length closed	22½ inches
Length opened	55 inches
Weight	4 pounds
Diameter of head	5¼ inches

New Tripods

Bargain Price **$5.00**

VAKAGRAPH PRINTER

Without number device but with six masks. Can be used as border or regular printer.

Price **$45.00**

RUBY GLOBES FOR FLASHLIGHTS

Will fit average pocket or hand model flashlight, so it can be converted into an emergency ruby lamp. A handy thing to have.

Price .....**20 cents**

HAWKEYE BOX CAMERAS

Sell them—

Rent them—

Loan them!

No. 2A, Model B, 2½x4¼

Two finders, uses 116 roll film.

Colors: Blue, green, rose, brown and black.

Bargain Price, each.....**$1.00**

STEEL ENAMEL TRAYS

We have a limited supply of second quality trays which we offer at special price. With reasonable care these trays should render a lot of satisfactory service. Remember—the supply is limited.

8x10	**$0.75**
10x12	**1.00**
11x14	**1.60**
14x17	**2.50**
16x20	**3.25**
18x22	**4.95**
20x24	**6.00**
23x28	**8.75**

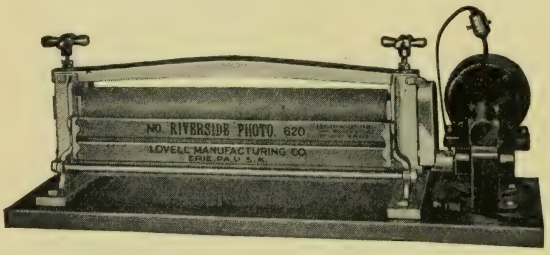
SERIES C COLOR FILTERS

Equal in color value to W & W G Filters

⅞ inch round in cap mount	**$1.10**
1⅛ inch round in cap mount	**1.10**
$1\frac{7}{16}$ inch round in cap mount	**1.25**
4½ inch round in cap mount	**4.90**

Bargains for the Photographer

RIVERSIDE PHOTO WRINGER



Here are two shopworn wringers, used as demonstrators. They are in very good conditions.

Furnished with ⅛ H. P. single-phase A. C. or D. C. motor—can be attached to lamp socket. Speed of rolls, 27 R.P.M.

A *pressure lift* releases contact when not in use, preventing flat rolls. *Continuous drive* with cogs on drive end eliminate buckling of prints.

	Rolls Inches	Shipping Weight Lbs.	Net Price A C Motor Each
No. 620	20x3	165	**$93.00**
No. 622	22x3	173	**96.00**

Terms can be arranged.

WRATTEN K 3 FILTERS

2	inch square, gelatin	**$0.30**
3	inch square, gelatin	**0.65**
1⅛	inch square, in B Glass	**1.10**
1½	inch square, in B Glass	**1.20**
1¾	inch square, in B Glass	**1.35**
2	inch square, in B Glass	**1.55**
2¼	inch square, in B Glass	**2.15**
2½	inch square, in B Glass	**2.25**
2⅜	inch square, in B Glass	**2.25**
2½	inch square, in B Glass	**2.25**
3	inch square, in B Glass	**2.75**
2	inch circle, in B Glass	**1.55**
2	inch metal cell	**3.00**

The supply is limited.

Order today.

Pako Belt Dryer, electrically heated. Condition is excellent. **Bargain Price** **$85**

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

CIRCUIT FILM

Surplus stock—fresh dating—6½x3 foot—regular emulsion. **Bargain Price,** per roll, **$0.65**

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price** **$135.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter. A complete outfit for **$260.00**

Oak Table with 22" square top. A real bargain for **$2.50**

Dark Oak Chair with round seat and 9-piece back support. Has swivel action. Another bargain for only **$1.75**

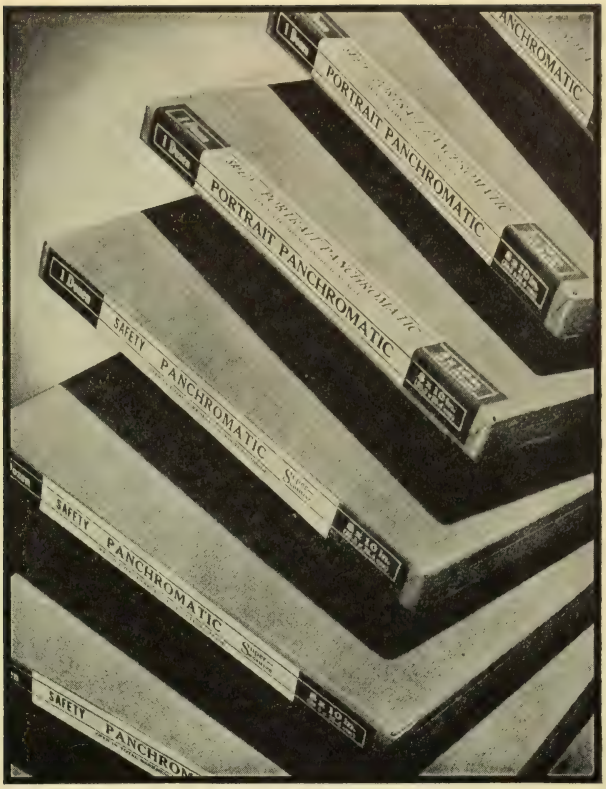
Light Oak Swivel Tilting Back Chair with castors. A bargain for **$2.75**

3A Compact Graflex and film pack adapter. **Bargain Price** **$27.50**

3A Roll Film Graflex with 7" F4.5 Velostigmat lens and carrying case. A bargain for **$55.00**

3A Roll Film Graflex with 5x7 B & L 1 C Tessar lens and carrying case. A real outfit for only **$60.00**

Alvista Panoram Camera. Uses 5x4 film, size of complete negative, 5x12 inches. A very practical metal panoram camera for only **$20.00**



APPLY PROGRESS TO PRACTICE

PORTRAITS can be made without the "hold still" warning that freezes expression if you will apply photographic progress to photographic practice. The speed of Eastman Super-sensitive and Portrait Panchromatic Films permits of fast exposures. The fast exposure catches the flash of expression that gives the modern portrait life and realism. Use these tools of modern photography. Give your portraits a new sales appeal. Eastman Kodak Company, Rochester, New York.

EASTMAN

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS



KNOW YOUR CHEMICALS

GOOD photography depends largely upon careful selection of materials—the film that will produce a good negative—the paper that will put its quality into the print. Chemicals, used in processing, are equally important, but their quality is not so easily determined. That they may be selected with certainty of strength and purity, specify Eastman Tested Chemicals. They do their part in assuring the finest possible photographic results. Eastman Kodak Company, Rochester, New York.

For Your Protection:

EASTMAN **TESTED CHEMICALS**

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. IX NOVEMBER, 1933 No. 11



This picture needs no title.

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ACADEMY OF SCIENCES

Published by
HIRSCH & KA
239 Grant Avenue
San Francisco

Velour Black

for prints by projection

Embodied in Velour Black are attributes readily discernable to the practical photographer; attributes which, in day by day routine, make this pioneer paper indispensable where projection printing has the right of way.

These factors in Velour Black's popularity are summed up in three words:

SPEED - QUALITY - SIMPLICITY

Velour Black is now obtainable in three grades, including *Soft* and *Contrast* for the difficult negative. Velour Black *(Regular)* is listed in a wide assortment of paper stocks; in Canvas (fabric) and in Ivora (film base).

For complete information ask for
THE DEFENDER BOOK

●

DEFENDER PHOTO SUPPLY CO., Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. IX NOVEMBER, 1933 No 11

INTRODUCING—



EUGENE WM. CARTER

Mr. Carter is a native of Minneapolis, Minnesota. His father was a contractor, specializing in brick and stone work. Young Carter grew up as a newsboy, where he learned the value of ability to hustle. Even then he had an ambition to paint portraits on canvas.

Almost a quarter century ago he had his first actual contact with photography, which ultimately led him to the opening of his studio in Hutchinson, Minnesota, and later in Sigourny, Iowa. He considers photography the highest of all professions, and thinks that the opportunities of a photographer in the United States are better than in any part of the world. If he could not be a portrait photographer, he would like to be a motion picture photographer. In 1923 he won second prize in a national contest, and over a period of years, his portrait studies were part of the traveling exhibit of the P.A. of A. and other associations.

Mr. Carter has a hobby. It is fishing. He is an Odd Fellow and has membership in the American Foreign Legion and Veterans of Foreign Wars. He is also a member of the Photographers International Association of America. Rather recently his studio in Iowa was consumed in a fire which caused him to come to San Francisco, and then led him to Paso Robles, where his studio is now located.

Thanksgiving

For tree and bird and babbling brook,
For sunny hillside, shady nook,
The joyous laughter of a child,
The perfume from the flowers beguiled,
For that which never wealth can lend,
The marvel of a long tried friend,
For harvest, with great strength imbued
To feed the hungry multitude,
For life, the chance to do and be
The thing our inmost eye can see,
For night, with starry host on high,
That brings Thy peace and power nigh,
For truth and faith, sincerity,
That bring our hearts more close to Thee;
For all we are or hope to be,
We bring our tribute unto Thee.

—*By* ELLA LOUISE MOON.

←❖→

It is only those who do not know how to work that do not love it. To those who do, it is better than play—it is religion.

—J. H. PATTERSON.

←❖→

A Man for A' That

Here's a paragraph from an insurance advertisement that gets under the skin:

"Somebody has aptly said . . . 'He may have greasy hands and the seat of his pants may be shiny, but if his children have their noses pressed against the window-pane a half hour before he is due home for supper, you can trust him with anything you have.' "





"Snap"
in Negatives and Prints

To make water look sparkling and to secure good detail in white and black subjects, use Pictol. Any professional photographer who has never tested Pictol may receive a complimentary sample upon request.

Professional Photographers:

If you are not already on the mailing list to receive Mallinckrodt's Bulletin Service, write on your business letterhead, asking for the service. Useful and interesting methods, formulas and helpful hints, without cost.

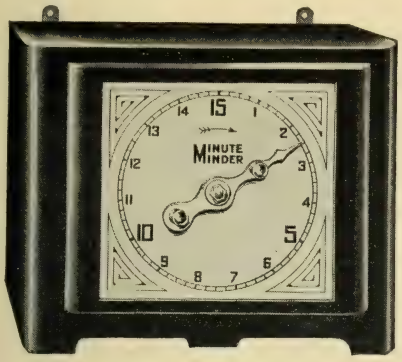
Mallinckrodt
CHEMICAL WORKS

2nd and Mallinckrodt Streets **Saint Louis, Missouri**

New York Chicago Philadelphia Toronto Montreal

The Minute Minder

Set It and Forget It



Here is a timing device which will be appreciated by every photographer and laboratory worker. The Minute Minder requires no winding. Merely turn the hand to the interval of time for which you want to be reminded and you have automatically wound the instrument. It then proceeds to record the time and when the hand gets back to zero, it rings a bell. Just the thing for your darkroom for developing, fixing and washing film, washing prints and all other functions which are reduced to a definite routine.

Model 60 provides for total range of from 1 to 60 minutes in 1-minute intervals. Model 15 provides for range of ¼ of a minute to 15 minutes in ¼-minute intervals. Both models measure only 4½x5½x2¼.

Price, either model.....$4.00

Hirsch & Kaye *have it.*

Police Pocket Outfit

This is the latest addition to our line of identification and finger print material which was designed by a police officer, who knows the requirements.

The present pocket outfit is a leather-bound book only 4x7½ inches and ¾ of an inch in diameter. The book contains fifty pages with capacity for as many sets of individual finger prints. There is also a stainless, colorless ink pad which makes it possible to obtain finger prints at a moment's notice without stained or soiled fingers. The ink pad is readily replaceable, but will normally last for an indefinite time. An interesting leaflet of instructions and methods of identification for finger prints is furnished with each book.

Police Pocket Outfit.....$3.00

←❖→

Photo Miniature No. 155

"Winter Photography"

In the next few weeks there will be much interest in winter sports and snow pictures. This edition of winter photography is a helpful number. Successful pictures in the snow are not as easily obtained as it may seem, and you can not have too much information on this important subject.

Photo Miniature No. 155 only 40c copy.

←❖→

Ed Wynn says bankruptcy is when you put your money in your coat pockets and let your creditors take your pants.

Table Thermometers

Here is a suggestion for the gift shop or for personal gift. We offer attractive table thermometers, mounted on a round pedestal, 2½ inches in diameter and finished to resemble mahogany. The diameter itself is 3½ inches high and will register from 0 to 120 degrees. The thermometer is mounted on the base, but within a round glass tube. In all, a most attractive and useful ornament for the desk, table or any place in the room.

The price is 50 cents, but if you will order in lots of six or more, we have a price which will tempt you to concentrate on these for the gift season.

Code of Fair Competition for the Photographic and Photo Finishing Industry

(As submitted to NRA authorities for approval, but not yet approved at the date THE FOCUS *goes to press)*

ARTICLE I

PURPOSE

To effectuate the policies of Title I of the National Industrial Recovery Act, the following provisions are submitted as a Code of Fair Competition for the Photographic and Photo-Finishing Industry.

ARTICLE II

DEFINITIONS

Section 1. "Industry," as herein used, means the business of the production and sale of photographic reproductions and/or prints and of developing exposed photographic films, plates or packs and/or the printing thereof. (Excluding blue printing, photostating, X-raying and motion pictures.)

The three divisions of this industry are:

Portrait Photography;
Commercial Photography; and
Photo-Finishing

Section 2. "Member," as herein used, means any individual, co-partnership, corporation, association, trust, trustee or receiver engaged in the above industry, either as an employer or on his own behalf.

Section 3. "Employee," as herein used means any person engaged in this Industry in any capacity receiving compensation for his services, irrespective of the nature or the method of payment of such compensation, including hereunder members of the family of a member.

Section 4. "Employer," as herein used, means any person (or other legal entity), by whom any such employee is compensated or employed.

Section 5. "President," "Act," "Administrator" and *"Authority,"* as herein used, mean, respectively, the President of the United States, the National Industrial Recovery Act, the Administrator of such Act, and the Agency herein created to effectuate this Code for this Industry.

Section 6. "Association," as herein used, means the Photographers' Association of America and/or the Photo-Finishers Institute of America, whichever is required by the context.

Section 7. "South," as herein used, includes the States of Virginia, West Virginia, North Carolina, South Carolina, Florida, Georgia, Alabama, Mississippi, Louisiana, Kentucky, Tennessee, Arkansas, Oklahoma, and Texas.

ARTICLE III

HOURS

Section 1. The maximum hours of labor for employees shall be forty (40) hours per week and six (6) days per week.

(a) In the Photo-Finishing Division there shall be no production work or delivery service on Sunday.

Section 2. This limitation shall not apply to employees engaged regularly in executive or supervisory capacities, receiving a minimum of $35.00 per week ($30.00 per week in cities of under 500,000 population); outside salesmen, cameramen (not to exceed 48 hours); members working on their own behalf (not to exceed 52 hours); messengers and drivers (not to exceed 48 hours.)

(a) The names and positions of such employees shall be filed as directed by the Authority.

Section 3. Overtime not exceeding 144 hours per year is permitted; employees thus working overtime shall, for such overtime, be paid at the rate of one and one-third the proportionate normal hourly rate.

Section 4. Members of the Commercial Photography Division may, subject to regulations of the Authority, exceed the above provisions in the event of acute emergency; employees thus employed shall be paid at the rate of one and one-half times the proportionate normal hourly rate.

Section 5. No employer shall knowingly engage any employee for any time which, when totaled with that already performed with another employer, exceeds the maximum herein permitted.

ARTICLE IV

Wages

Section 1. The minimum rate of pay for any employee, except as hereinbelow provided, shall be as follows:

(a) In cities of 500,000 population or more, and in the immediate vicinity thereof, $15.00 per week.

(b) In cities of 250,000 to 500,000 population and in the immediate vicinity thereof, $14.50 per week.

(c) In cities under 250,000 population, and in the immediate vicinity thereof, $14.00 per week.

(d) The Federal Census of 1930 shall be used in determining the population of cities under this Article.

(e) Employees engaged as messengers and delivery force may be paid a minimum of $12.00 per week.

(f) Apprentices not exceeding in number 10% of the total number of employees may be paid not less than $12.00 per week. The term of apprenticeship shall not exceed one year's service in the Industry and employers having less than ten employees shall be permitted but one apprentice.

(g) In the Photo-Finishing Division the number of employees receiving the minimum wage shall not exceed one for each five employees or fraction thereof employed by each employer.

Section 2. The following schedule of minimum wages shall apply in the Photo-Finishing Division:

(a) Enlargers, $24.00 per week.

(b) Film developers, printers and print developers, $18.00 per week.

(c) Employees performing more than one of the above functions shall be paid a rate computed as an equitable average based upon the proportionate time devoted to each function.

Section 3. The minimum rates in the South shall be not less than 90% of those provided in Sections 1 and 2 hereinabove.

Section 4. The above rates guarantee a minimum wage regardless of whether the employee is compensated on a piece-work basis or on a time rate basis.

Section 5. Part time or occasional employees shall be paid the proportionate hourly rate of their respective occupations.

Section 6. All employees shall be paid at intervals not exceeding semi-monthly and in cash or negotiable check drawn at par on date of issue.

Section 7. No employer shall reduce the compensation for employment now in excess of the minimum wages herein provided, notwithstanding that the hours worked in such employment may be hereby reduced. Wages of employees receiving more than the minimum wages hereby established shall be reviewed and such adjustment made as will be equitable in the light of all the circumstances.

ARTICLE V

General Labor Provisions

Section 1. No person under sixteen years of age shall be employed in the industry, nor any person under eighteen years of age, at occupations hazardous in nature or detrimental to health.

(a) Persons under the age of sixteen may be employed solely as models subject to local laws, and regulations of the Authority.

Section 2. Employees shall have the right to organize and bargain collective-

ly through representatives of their own choosing and shall be free from the interference, restraint or coercion of employers of labor or their agents in the designation of such representatives, or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

Section 3. No employee and no one seeking employment shall be required, as a condition of employment, to join any company union or to refrain from joining, organizing or assisting a labor organization of his own choosing.

Section 4. Employers shall comply with the maximum hours of labor, minimum rates of pay and other conditions of employment approved or prescribed by the President.

Section 5. Within each State this Code shall not supersede any laws of such State imposing more stringent requirements on employers, regulating the age of employees, wages, hours of work, or other working conditions, than are imposed under this Code.

Section 6. Each employer shall post, conspicuously, copies of the labor provisions of this Code.

ARTICLE VI

Administration

Section 1. The Code Authority for this Industry shall consist of fifteen (15) members, five (5) to be chosen from each Division of the Industry selected by a fair method of selection so as to be truly representative of the Industry and approved by the Administrator, and such members without vote as may be appointed by the Administrator.

Section 2. The Authority may delegate such of its powers and functions to Regional Boards and committees as may be advisable to administer this Code within such Regions. Such Boards shall be designated by the Associations by a fair method of selection.

Section 3. The Authority shall have the following duties and powers to the extent permitted by the Act, subject to the right of the Administrator on review to disapprove or modify any action taken by the Authority:

(a) Issue such rules, regulations and interpretations and impose upon all persons subject to the jurisdiction of this Code such restrictions as may be desirable or necessary to effectuate its purpose;

(b) Make such investigations and decisions and set up such rules of procedure concerning complaints as may be desirable or necessary to effectuate the purpose of this Code;

(c) Establish its own rules for the conduct of its business;

(d) Require such reports as the Administrator or the administration of this Code may require on wages, hours, conditions of employment, number of employees, production, shipments, sales stocks, prices, or other matters pertinent to the provisions of this Code.

Section 4. Except as may be necessary in the course of investigation by, or to effectuate a decision of, the Code Authority, information obtained by the Administrator or his duly authorized agent, the Authority or its agents, shall remain confidential and shall not be disclosed except upon lawful demand of either House of Congress or lawful committee thereof, or any court, or for purposes of publication in the form of general statistical information, or data in the form of totals or sub-totals without disclosing the individual enterprise supplying such information. The information obtained in the course of investigation shall not be disclosed to any member, including those on the Authority, unless such disclosure shall be required by the Administrator or an Authority proceeding.

Section 5. In addition to the information required to be submitted to the Authority, there shall be furnished to Government Agencies such statistical information as the Administrator may deem necessary for the purposes recited in Section 3 (a) of the Act.

Section 6. The Authority may incur such expense as is proper and necessary to discharge its functions under this

Code. Such expense shall be equitably pro-rated among the members of the Industry on a fair basis, as approved by the Administrator.

ARTICLE VII

Trade Practices

Section 1. The following practices, applicable to all Divisions, constitute unfair methods of competition, are hereby prohibited, and subject violators thereof to fine of $500.00 and other penalties as provided in the Act:

(a) To withhold from, or insert in an invoice or order, statements or entries which make such document a false record, wholly or in part, of the transaction represented on the face thereof.

(b) To give to any purchaser special or discriminatory prices, terms, privileges, rebates or allowances in any manner whatsoever.

(c) To secure or attempt to secure, orders or business by the giving or offering of money, any Industry product, or anything of value to customers, their employees, or any one acting in their behalf.

(d) To make, or permit or cause to be made, any statement, oral or written, that reflects falsely upon a competitor, his business or his product.

(e) To entice or attempt to entice employees of a competitor.

(f) To misrepresent to, or to mislead or deceive customers with respect to the quantity, quality, grade, regular price, or other elements entering into completed work.

(g) To display the work of another member or samples made by manufacturers of sensitized materials, and to directly or indirectly represent such as the work of the member exhibiting them.

(h) To use or simulate the advertising slogans or designs of another member where such slogans or designs have, in the judgment of the Authority, been thoroughly established within the Industry, or have been registered with the appropriate Government Department.

(i) To interfere or attempt to interfere with any existing contract between a member and a customer, or between a member and a member.

(j) To use misleading descriptive terms or trade names when such description is not true in fact and likely to deceive the public.

(k) To hold so-called sales or special offers which are not such in fact because of their indefinite continuance.

(1) To claim falsely to have won awards at Salons or other exhibitions or competitions.

(m) To offer extra free service, not connected with Industry products or services.

Section 2. The following practices, applicable to the Portrait Photography Division, constitute unfair methods of competition, are hereby prohibited, and subject violators thereof to fine of $500 and other penalties as provided in the Act:

(a) To publish, circulate or sell coupons or certificates to prospective customers with representations that they may be applied in whole or in part on the purchase price of a portrait photograph.

(b) To solicit from house to house, or to carry on any part of the Portrait Photography Industry, unless such member thus engaging shall have in the locality a studio adequately equipped with necessary apparatus for exposing negatives and manned by a photographer on a regular schedule of not less than three days a week, and a principal studio adequately equipped for complete photographic reproduction.

(1) This restriction shall not apply in localities where there are no permanent studios, nor to the trade area of a city in which the member is located, nor to seasonal resorts as designated by the Authority.

(c) To secretly subsidize prominent persons and use their names and/or photographs for advertising or display purposes.

(d) To fail to disclose the name of the member actually selling and pro-

ducing portraits when same are sold or advertised in or through another concern.

(1) This shall not apply to contracts in existence on the effective date of this Code.

(e) To advertise or otherwise publish the selling price of photographic portraits without stating whether or not such selling price includes folders and/or mountings.

(f) To copy without the maker's permission photographs or proofs which bear the name of the maker when his establishment is still in existence, except for reproduction by other than photographic processes.

Section 3. The following practices, applicable to the Commercial Photography Division, constitute unfair methods of competition, are hereby prohibited, and subject violators thereof to fine of $500.00 and other penalties as provided in the Act:

(a) To copy proofs stamped or marked to indicate they are proofs, when the name of the maker is legible and his establishment is still in existence.

(b) To copy photographs which bear the name of the maker when his establishment is still in existence, unless such copies are to be used solely for commercial purposes.

Section 4. The following practices, applicable to the Photo-Finishing Division, constitute unfair methods of competition, are hereby prohibited, and subject violators thereof to fine of $500.00 and other penalties as provided in the Act:

(a) To give or offer to give any free merchandise or service or coupon equivalent to same, either alone or with other goods or as inducement to a purchaser or prospective purchaser or agent or employee of the same, to buy other or additional goods. Subject to this paragraph, combination offers are not prohibited.

(b) To discriminate in price between different purchasers of any Photo-Finishing service.

(c) To allow the return, for partial or full credit, of any Photo-Finishing product previously sold for any reason other than the unsatisfactory nature of said product.

(d) To publish or in any manner claim, represent or imply false or incorrect conclusion with regard to the goods, prices or service of the advertiser or of a competitor or the policy or practice of generally under-selling competitors.

(e) To promote, advertise, conduct or supply, directly or indirectly, any Photo-Finishing service whereby delivery shall be made the same day, provided that under emergency conditions immediate service may be rendered, and in such case an additional service charge of not less than 25 cents per roll, plus cost of pick up and delivery shall be made.

(f) To copy without the maker's permission photographs or proofs which bear the name of the maker when his establishment is still in existence, except for reproduction by other than photographic processes.

ARTICLE VIII

Selling and Accounting

Section 1. No member of this Industry shall sell or offer for sale photographs and/or prints or render any photo-finishing service at a price less than the reasonable cost of production and distribution. The Authority shall, subject to the approval of the Administrator, establish as soon as practicable a standard method of cost finding for the Industry. The Authority shall, subject to the approval of the Administrator, define reasonable cost of production and distribution for the purposes of this Code and determine upon a basis to be uniform among the members of this Industry the character of the items to be included within such reasonable cost of production and distribution.

Section 2. Within five days after the effective date of this Code, each member shall file with the Authority, or Regional Boards or otherwise as prescribed by the Authority, copies of price lists and schedules, including all the terms

and conditions of sale, net price for each kind and size of each product sold or offered for sale, and any other conditions or elements applying to the sale of Industry products including differentials for grade, size and quantity.

(a) Lists and schedules filed in accordance herewith shall be made available to the industry by the Authority.

Section 3. Each member shall file, in accordance with regulations of the Authority, at least ten days prior to the effective date of any new amended or revised prices or terms or conditions of sale, such new list, amendment or revision before making any quotations, or offering for sale in accordance with, except that the ten day period herein provided may be shortened by the Authority to afford opportunity to meet a newly published price list or schedule.

(a) Members of the Photo-Finishing Division shall itemize lists and schedules filed by them in accordance with the provisions of this Article to show prices charged for:

(1) Developing rolls of film and film packs;

(2) Contact prints divided into not less than three customary ranges according to camera sizes;

(3) Enlargements and projection prints graduated according to size;

(4) The true name and/or ownership of the business filing such prices or list.

Section 4. No member shall sell any of his products on a basis at variance from the lists and schedules filed by him under the provisions of this Article, nor at variance from the provisions of Section 1 of this Article except in accordance with regulations that may be issued from time to time by the Authority.

Section 5. Destructive price cutting is hereby forbidden. Sale by a member of any of his products on a basis at variance from that filed in accordance with the provisions of this Article shall constitute prima facia evidence of destructive price cutting.

Section 6. Terms of sale shall be as follows:

(a) In the Commercial Photography Division not to exceed thirty days EOM.

(b) Such members of the Photo-Finishing Division who operate, sell or distribute through dealers shall allow no discount in excess of 25% of retail prices to such dealers, provided such dealers pay by the 15th of the following month; if the monthly total exceeds $15.00, 5% additional discount may be allowed; if it exceeds $30.00, 10% additional discount may be allowed; if it exceeds $300.00, 15% additional discount may be allowed; if it exceeds $1,000.00, 20% additional discount may be allowed.

(c) The volume of chain store, or common ownership or partnership retail outlets, cannot be added together for the purpose of the larger discounts.

Section 7. All contracts in existence between members and purchasers shall, within ten days after the effective date of this Code, be filed with the Authority. Members shall, insofar as is possible, comply with such recommendations of the Authority for such adjustment of such contracts as may be necessary to effectuate the provisions of this Code.

ARTICLE IX

General Provisions

Section 1. Prior to the entry of persons not presently members of this Industry, such persons shall be required to secure from the Administrator certificates that such entry is consistent with effectuating the policy of the Act during the emergency period stated therein. Application for such certificate shall be made through the Authority.

Section 2. This Code is not intended to permit monopolies or monopolistic practices, to oppress small enterprises, nor to discriminate against them, nor shall it be availed of for such purposes.

Section 3. The Authority shall confer with members of the Industry, consumers of its products and sources of its supplies respecting, and shall make all necessary investigations required to secure, stabilization of the Industry, elimination

(Continued on page 27)

Professional Service

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

MATILDA S. RANSDELL
495 - 27th Avenue San Francisco
Telephone BAyview 4584

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Artist

Producer of
Fine Crayons - Water Colors - Pastels
Oil Paintings - Ivory Miniatures
Air Brush Work

711 - 47TH AVE., SAN FRANCISCO
SKyline 2759

WOLFF'S CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB and HB. 20 cents each, or $2.00 a dozen. Grade 3B, 35 cents each, $3.75 a dozen.

HIRSCH & KAYE
have them.

Johnson Retouching Varnish

Photographers will be glad to know that we have received another supply of Johnson Retouching Varnish. This has always been a popular retouching dope applied to the area to be retouched. It is economical in use and most efficient in results.

1-ounce bottle ..... $ .30
2-ounce bottle ..... .50

Order today from HIRSCH & KAYE

WANTED—
Nicolls Portable Flash Lamp

Must be in serviceable condition.
Box 251 THE FOCUS

E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
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Artist Retoucher and Colorist

Thoroughly Experienced
Both Lines
Mail Orders Given Prompt Attention
PRICES REASONABLE

DOLLY E. LEANARD

431 So. COTTAGE ST., SALEM, ORE.

Putz-Pomade

For reducing negatives by friction and for finishing etched negatives.
25 cents a tin

HIRSCH & KAYE
have it!

FOR SALE
Studio in Northern California

Doing good business; well equipped for Portrait, Commercial and Kodak Finishing. Eastman Kodak and Cine Agency.
Box 2335 THE FOCUS

MOORE'S OPAQUE

Moore's Universal Opaque may be applied with a brush, ordinary pen or a ruling pen. Dries quickly and is exceedingly flat and thin. It will not crack or chip off and cannot stick to the paper in printing.

1 ounce ..... $ .25
4 " ..... .60
8 " 1.00

What a Difference a Few Cents Will Make

During the past few years we have repeatedly read and heard of studios destroyed by fire. Sometimes the fire originated within the studio, and frequently it originated in another store, but nevertheless ruined or consumed the studio. You never know when your business will be reduced to ashes.

Sometimes the loss has been covered by insurance. Sometimes the insurance was only sufficient to compensate for a part of the loss. And altogether too frequently there was no insurance of any kind. Most photographers must depend entirely upon their business for their livelihood, and it seems strange that the possibility of sudden loss by fire has not been anticipated. Insurance rates are low because most photographers are located within incorporated towns and cities which maintain paid or volunteer fire fighting equipment which advantage has a decided bearing on the rates. Pause for a moment and imagine what you would do if your studio was swept by fire tonight and you had no insurance. The coverage of insurance purchased at a cost of only a very few dollars may be the bridge that will connect you with renewed business and livelihood tomorrow.

Loss Leaders

The Retail Code which probably affects more individual business establishments than any other Code and is now effective, defines a "loss leader" as follows:

SECTION 1. LOSS LIMITATION PROVISION.

In order to prevent unfair competition, the use of the so-called "loss leader" is hereby declared to be an unfair trade practice. These "loss leaders" are articles often sold below cost to the merchant for the purpose of attracting trade. This practice results, of course, either in efforts by the merchant to make up the loss by charging more than a reasonable profit for other articles, or else in driving the small merchant with little capital out of legitimate business. It works back against the producer of raw materials on farms and in industry and against the labor so employed.

It has always been the policy of Hirsch & Kaye to have each transaction maintain its portion of operating expense. If you are offered photographic material at a price which seems to be especially attractive, it may be well to recall the wording of the Code. Perhaps in your own mind you can figure out how the loss of profit is made up, and you may even be able to figure out just who pays the difference.

RECOVERY! (from the ground up)

An office boy in a St. Louis garment factory was earning $7.00 per week until the N.R.A. decreed otherwise. He now receives the munificent sum of $15.00. Three days after he was given the advance, he reported at the office the proud wearer of spats.







Our Salesmen Tell Us

Chester Stevenson of Eugene, Oregon, is quite a hunter, but does not rely upon factory made hunting equipment. Recently Mr. Stevenson and his son shot a deer with the bow and arrow outfit with which Mr. Stevenson prefers to hunt. He makes his own equipment, including some very efficient arrows.

♣ ♣

Mr. Opet, manager of the Boye Studio in San Francisco, died rather suddenly on October 29. The physician reports that it was a case of infantile paralysis.

♣ ♣

Leopold Hugo, one of California's outstanding pictorial photographers, died September 12. Mr. Hugo helped to make famous the California coast-line and his surf pictures made in the vicinity of La Jolla are well known.

♣ ♣

The **Blache Film Laboratories** formerly owned by Mike Blache has been sold to **Publicity Films,** Lloyd M. Combs, Manager. Mr. Blache has retired from the photographic field and has acquired the Mayfair Hotel at 626 Polk Street in San Francisco, close to the Civic Center. Visiting photographers desiring comfortable accommodations in a modern type hotel and somewhat detached from the busy downtown district are invited to stop at the Mayfair Hotel.

♣ ♣

Mr. Wallace, for many years in charge of the Whitney Postcard Studio at the Ocean Beach, died Saturday, November 4. He suffered a stroke while in front of the studio, and was taken to the Emergency Hospital, but did not recover consciousness.

♣ ♣

The Income Tax authorities have found a man who has made a business of allowing people to use his name on their income tax returns as a bad debt.

♣ ♣

Among the contestants for the title of Queen of the Columbus Day Festival in San Francisco was **Ida Palla,** daughter of Mrs. Palla, who is operator of the Givens Studio in the Presidio of San Francisco. Miss Palla did not quite receive sufficient votes to win the contest, but became eligible for the title of Princess by a very comfortable margin. Miss Palla's campaign was aided by a very cleverly arranged photographic announcement. Photographs tell the story.







Our Salesmen Tell Us

A professor of Columbia University and at one time Secretary to the Federal Reserve, recently made quite a speech in Chicago.

"Overproduction is a fallacy," he said. "Don't worry about it. The thing to concentrate upon is proper distribution of products to consumers." His audience wondered just how this applied—it had never hoped to make more than one sale to each consumer, anyway, never had a complaint from a user, had no repossession or second-hand problem. But the Casket Manufacturers of America agreed it was a good speech.

♣ ♣

After **Mr. and Mrs. Jack Wiley** lost their studio in Visalia through a fire, they had intended to reopen in the home town. They announce the purchase of a studio in San Bernardino which they will operate under their own name.

♣ ♣

Robert Neubacher announces the opening of a complete photographic service in Escalon. The announcement was very nicely made in a double column newspaper notice.

♣ ♣

Louis Ferrari, part owner of the Monaco Studio, San Francisco, has been confined to his home by illness. We hope that he will be back on duty in a few days.

Mr. and Mrs. Peter Richter of Orland were recent visitors in San Francisco. It is refreshing to talk with people from out of town and obtain first hand information about local conditions.

♣ ♣

Here's one that was sent to Jerry, but we will use it on our page. **Mrs. J. Rabe** of Quincy tells us she has had inquiries for toothpaste and toilet articles. Sounds like the man biting the dog, for the Rabe Studio is a modern photographic establishment.

♣ ♣

F. A. Collins has opened his new location at 453 A Street in Oxnard. He no longer uses the name, "The Camera Shop," but merely identifies his name with photography. There is a lot of logic in a change of this nature.

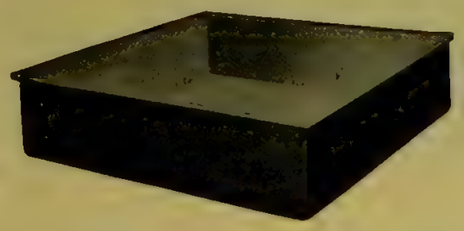
♣ ♣

Mr. and Mrs. P. Holmboe, photographers of Roseville, Calif., presented an oil painting by Mr. Holmboe to the local high school on October 4. Mr. Holmboe does considerable landscape work as a hobby.

♣ ♣

Karl Obert, well known Santa Barbara photographer, whose work has been acclaimed in salons throughout the world, has been honored by having one of his studies selected for the permanent collection of prints in the Museum of Science and Industry in Chicago.

White Enameled Fixing Bath



Made for all sizes of prints, both large and small. Far superior to shallow trays on account of extra large depth and roominess. No slop or muss. Very easy to handle and keep clean. These are not to be confused with cheap commercial pans, never intended for photo use. Economize solutions. Saves labor, expense and time.

10x12x5" deep	$ 9.00
12x16x5" deep	9.60
16x20x6" deep	12.00
18x22x5" deep	13.50
18x24x6" deep	15.00
20x24x6" deep	16.50
20x30x6" deep	18.00
22x30x6" deep	18.75

Other sizes, if desired, Made to Order.

Hypo Vats

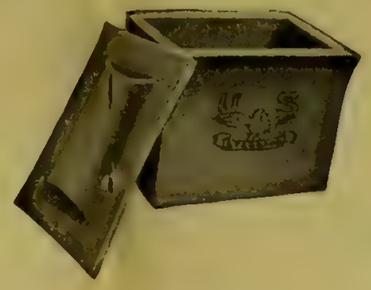


Chemical Stoneware is unaffected by hypo, and a chemical stoneware Hypo Vat, once bought, never needs replacement. With its smooth finish and rounded corners, absolute cleanliness can be permanently maintained—something impossible with wooden tubs.

Size	Inside Measurements Inches			Weight Pounds	Price
	Length	Width	Depth		
A	14	18	6	37	$19.00
B	20	24	6	65	26.00
C	24	36	6	120	39.00
D	24	30	8	135	40.00

U.S. Stoneware Tanks

(For Plates and Cut Films)



Developing tanks of acid proof stoneware made in one solid piece without joints. Vitrified and glazed. Made in suitable sizes for holding Core Plate Racks or Eastman Film Developing Hangers.

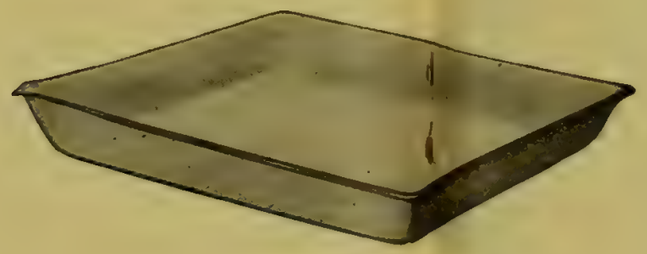
Stoneware covers for each size are furnished at one-half the cost of tanks. These covers will help considerably in keeping your solutions clean.

SPECIFICATIONS AND PRICES

No.	Length	Width	Depth	Price
2	7⅞	4 5/16	7⅛	$5.60
2A	10¾	7¾	7⅛	6.50
3	10¾	7¾	10⅛	6.75
3A	10¾	3¾	10⅛	5.60
4	11⅞	7¾	9¾	6.75

Price includes Tank only, covers extra at rate of one-half the price of tank.

Steel Enamel Trays



Made expressly for photographic use these trays are both acid and chemical proof. Under ordinary conditions of usage they will last indefinitely.

PRICES

4x 6	$0.60
5x 7	0.75
7x 9	1.00
8x10	1.10
10x12	1.50
11x14	2.50
14x17	3.60
16x20	4.80
20x24	9.00
23x28	13.00

Order today from HIRSCH & KAYE

Enameled Steel Graduates



High quality white enamel is applied in three coats to the Graduate. Carefully formed from best sheet steel with electrically welded steel handle and large pouring lip. Accurately graduated in ounces and cubic centimeters.

No. 150—16-Ounce Graduates $1.25
No. 170—32-Ounce Graduates 1.70

Commercial Outfits in Two Sizes

For Developing Plates and Cut Films

Large size accommodates 5x7 and 8x10 Eastman Portrait Hangers. Small size for 5x7's only.



Two removable tanks enclosed in water-jacket. Middle space for washing. Circulating water for temperature control.

Size No. 1—For both 5x7 and 8x10's. Used interchangeably.

Style A—Outfit complete. Blue and white tanks and water-jacket $27.00

Style B—Outfit complete. Two white tanks and water-jacket $28.50

(Separate Tanks: 3½ gal. capacity.)

Blue Tank 7½x10½x10½" deep ..... $ 7.00
White Tank 7½x10½x10½" deep ..... $ 8.50

Lids furnished extra if desired.

Size No. 2 For 5x7 Hangers Only

Outfit complete. Two White Tanks and water-jacket $23.40

Separate tanks: 1 gallon capacity.

White Tank 4½x7½x7½" deep ..... $ 6.60

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

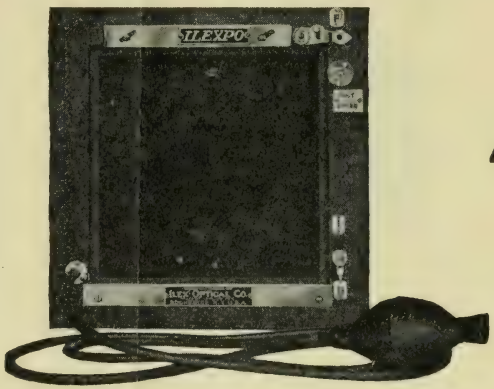
Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS



Prices with Fast Speed

9x 9	$30.00
10x10	32.00

NEW!

A FAST SPEED ILEXPO Studio Shutter

for use with

SUPER-SENSITIVE PANCHROMATIC FILM

For use with fast films, this Ilexpo Studio Shutter is ideal since an extra fast speed has been added to the other well-known features of this behind-the-lens type studio shutter. The purchase of this instrument means two shutters in one and is a necessity for every well-equipped studio. The extra fast speed will be a joy to every photographer.

HIRSCH & KAYE *handle it.*

ILEX OPTICAL COMPANY - - Rochester, N. Y.

Here It Is

Photographers have long wanted a simple form of chart which would illustrate a given type of lighting, and would likewise show how the equipment was arranged. We are now able to furnish a chart of this type which contains fifteen portraits and detailed sketch to show the arrangements of camera and lights for each portrait. No matter how well you may be informed on your lighting equipment, a chart of this nature is sure to be helpful. The chart is offered at a price that brings it within reach of everyone.

Standard Portrait Lighting Chart

Price—50 cents

Envelopes for Greeting Cards

To meet the demand for envelopes of high quality to be used for photographic or high class greeting cards, we have arranged for a supply for your convenience. These envelopes are made of fine linen weave stock, unlined and are furnished in either white or buff color. Notice the assortment of sizes:

3 9-16x5 9-16 ..... 4¼x6½
4⅜x5⅝ 4¼x6¾
4¾x6½ 5x7¼

These envelopes are offered subject to change in price according to market conditions.

Price—$1.75 per hundred
$3.75 box of $250
Order today from Hirsch & Kaye.



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by

HIRSCH & KAYE



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New
INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by

HIRSCH & KAYE

COLORS AND THEIR USE

Roehrig's Transparent Oil Photo Colors

Color the desired object, allowing all the fine photographic detail to show through. They have the same permanency, the same brilliancy, but are perfectly transparent. This means that they are quickly and easily applied, and the most satisfactory results can be obtained with little or no experience, particularly as they are easily removed for alteration. We will send complete instructions upon request.

Standard or small set contains one tube each of fifteen colors, size ½x2. Packed in a leatherette box, with complete directions. Each, $2.75.

Professional or large set contains one tube each of fourteen colors, size ¾x4. Packed in a leatherette box. Each, $7.80.



COMPLETE OUTFIT CONTAINS

1 tube Roehrig's Medium.
1 package Cotton.
Skewers.
Assortment of 15 tubes Color, ½x2″ tube.
1 bottle each: Turpentine and Varnish.
Printed Instructions included with each set.
Each, $4.00.

Japanese Transparent Water and Oil Colors

Complete Edition Booklet, Transparent Water Colors	$1.00
Junior Edition Booklet, Transparent Water Colors	.75
Trial Edition Booklet, Transparent Water Colors	.45
Peerless Transparent Photo Oil Colors, Standard Set	2.50
Peerless Transparent Photo Oil Colors, Professional Set	3.75
Velox Transparent Water Color Stamps	.50
Velox Transparent Water Color Outfit, complete	1.00
Probus Print Lustre, an excellent color medium—8 ounce tin	.65

"The Art of Coloring Photographs," Avenir Le Heart $0.75
Fully covers the subject, and yet is written in a simple manner that enables the novice, as well as the experienced colorist, to master all the details of the work.

The Color Harmony Chart $2.00
Invaluable for anyone whose work requires a knowledge of color harmony or color mixing.

HOME COURSES ON PHOTOGRAPHIC COLORING
PORTRAITS AND LANDSCAPES IN OILS
COMMERCIAL COLORING, IN WATER COLORS
Price $3.75 per course



For Remarkable Wide-Angle Photography

Wollensak Series III-A f12.5

Here's a real wide-angle lens! Accurate perspective, wealth of detail, fine color rendering, remarkable depth of focus.

Angle of view is 90°. Excellent definition at full aperture. Stopping down gives added depth of focus and covering-power permitting use of the next larger size of plate, increasing angle of view to 100°.

Despite its speed, extreme angle and reserve covering power, the price is low. Write today for literature and try-before-you-buy offer.

Wollensak Optical Co.

ROCHESTER, N. Y.

Cheer Up, Old Pal!

When it's hard to whistle or smile
or sing
And the world seems dark and sad,
There's your faithful dog beside
your chair
Trying hard to make you glad.
How he wags his tail as he licks
your hand;
For he's doing his best to say:
"Cheer up, old pal! There's a path
to joy,
And I'll help you find your way."
You've a cheery chum in your
friendly dog
When you're hopelessly crushed
and blue;
And you always know in his loyal
heart
There's a deep warm spot for you.
You're a god to him and he wor-
ships you
In trials or sadness or mirth.
And he asks no pay but his food
each day
While he adds to your joys on earth.

—ANONYMOUS.

Hypo

A carload of fresh Hypo has just been placed in stock. We offer Mallinckrodt Hypo, as fresh and pure as money can buy. Remember, it's not what you pay for your chemicals, it's what you get for your money that determines the wisdom of your purchase.

Frequent replacement of your fixing solutions means added expense for alum, acid, etc. The best is the cheapest.

Pea Crystal Hypo

5 lb.	$0.35
10 lb.	.60
25 lb.	1.50
100 lb. (fibre drum)	4.30
300 lb. " "	@ 4.00
500 lb. " "	@ 3.70
1000 lb. " "	@ 3.50
More than 1000 lbs. (fibre drum)	@ 3.25

100-lb. moisture-resisting sacks at 25 cents per hundred pounds less than drum price.

Order today from HIRSCH & KAYE

Damage to Ferrotype Plates Caused by Overheating

With the largely increased use of ferrotyped glossy prints, methods have had to be devised for quickly drying by heat, with the result that damage is sometimes done to the plates. Their surface becomes *checked* or has a "ground-glass" effect which makes them unfit for use.

Recent tests made by our laboratory indicate that ferrotype plates cannot safely be subjected to temperature higher than 150 deg. F. In addition to the checking and dulling of the surface, the enamel will show marks of the print in relief.

With the exception of the checking, these surface markings may be removed by immersing the plates in hot water for a few minutes. The check marks cannot be removed because the enamelled surface has actually cracked.

When prints are dried at high temperature they often have a poor gloss, show drying marks, and the tone of the print is affected, assuming a purplish hue in the shadows and halftones, particularly on the more contrasty grades of papers.

Use a thermometer to determine the temperature at which prints are being dried, and do not allow it to exceed 150 deg. F.

Ferrotype plates should be washed before use to remove any traces of dust, and should be waxed occasionally to prevent prints from sticking. A good waxing solution is made by dissolving 10 grains of paraffin wax in 1 oz. of benzine. Wet a tuft of cotton with this solution, go over the plate thoroughly, and polish with a soft cloth until no trace of the wax can be seen. The plates should be stored on edge in grooves, or between blotters.—*The Professional Photographer.*

THE NEW T. L. FALL LINE
HAS A DEFINITE SALES VALUE . . .



The Strand

The strikingly attractive stocks and the smart designs of the T. L. fall styles will help you lift your prints out of the ordinary run—give them that eye-appeal that instantly commands new and favorable consideration.

Above is illustrated the STRAND—one of our new fall styles—just right for your medium priced portraits—especially suitable for school work.

The new dark Teakwood stocks—just what many customers prefer—and the design in platinum blend with both black and white and buff prints.

Available in all standard sizes—3x4 to 8x10 upright, also in the horizontal 8x10 size.

You will find this a good style to have on your sales counter. Sample of the 4x6 size, postpaid, for 10 cents.

SAMPLE OFFER W-1

It is not necessary to put in a large quantity, but do not try to do business in these times with last season's styles.

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

In Winter a lot of people die and some birds go to a warmer climate.

In the winter time you have cold embers, Nov ember and Dec ember.

In the Winter it gets late early.

The days are shorter because cold contracts while heat expands.

But I dont know what a nudist colony does in the Winter.

Im having 2 minute eggs for breakfast now. I used to have 3 minute eggs but with the colder weather coming, I sleep a minute longer.

Last winter we had prohibition against too much drinking and this winter against too much work. This winter's prohibition will be more popular.

Its nothing much to think of
But every now and then
I wonder where M. Gandi
Carries his fountain pen.

The man what owns the beanery where I eat got married. Now he has a sign up "Under new Management."

One day he said to me—Tell me what you eat and Ill tell you what you are. So I says change that order of shrimp salad to peach pie.

The little lamb that Mary had
Follows her to school no more;
The lamb was eaten, sure enough,
By the wolf at Mary's door.

Hair cuts are 65 cents. Whether they cut it or have to look for the hair, the price is the same. If you see me going round with a violin case under my arm, you know Im trying to save some money.

Said the boss of his typist Saphira
Hard times will compell me to fire 'er.
Mr. Johnson said phooey
Cut out that blue hooey
With NIRA you HIRA
Not FIRA.

My dog is doing his part for the N.R.A. He's taken on 25 more fleas.

Hoping these few lines find you the same.

—Jerry.

for perfect pictures

GEVAERT

plates

S.S.S.-Press A-H
Super Press A-H
Super Chromosa A-H
S.S.S. A-H
S.S.S. (plain)
Sensima Ortho
Studio
Ortho Process
Postcard
Lantern Slides

films

Studio Ultra Pan
Studio High Speed
Universal Ortho
Commercial
Process
EXPRESS Superchrome—
Cut Film
Filmpack
Rollfilm
Film for Leica
Cine
35 and 16 MM., Positive and Negative

papers

Novàbrom
Artex—
Projection
Contact
Novagas
Novaflex Contact
Novarex
Printex
Ronix

GEVAERT PRODUCTS are carried by HIRSCH & KAYE, San Francisco

THE GEVAERT CO. of AMERICA, INC.

423-439 West 55th Street . . . . . NEW YORK
160 E. Illinois Street, at Michigan Avenue . . . CHICAGO
345-349 Adelaide Street, West . . . . . TORONTO

Flash Bulbs -- 3 Sizes

The universal use of Photoflash bulbs for artificial lighting is indicated when we tell you that it is now possible to obtain flash bulbs in three sizes.

The original size continues to be the most popular, and is designated as No. 20. Sometimes a smaller amount of light will be just as satisfactory and flash bulb No. 10 can be used. The advantage of the smaller bulb is that provided the lighting content of each bulb is satisfactory for your needs, a greater number of bulbs can be carried in a given size container.

Sometimes the opposite condition prevails, and you would like to have the maximum amount of light from a minimum number of outlets. Then you will want flash bulb No. 75, which in size is approximately the size of a 300-watt lamp. Assuming that flash bulb No. 20, the standard bulb, will give 100 units of light, the small bulb No. 10, will give 50 units, while the large bulb No. 75 will give approximately 350 units.

Because of the great size of bulb No. 75, it is suggested that a protecting screen be used over the reflector as the bulb may shatter.

Flash Bulb No. 10	15 cents
Flash Bulb No. 20	25 cents
Flash Bulb No. 75	75 cents

←❖→

Good Steel

The fact that a knife needs sharpening is no argument against the quality of its steel. The dull human knife, when of good steel, is often sharpened to a cutting edge on the grindstone of adversity.

Don't Be Caught Without Film

The first general snowfall of the year always creates an unexpected demand for film. We recall that last year and the year before and the year before we received rush orders by mail, by telephone and by telegram, which indicated that all local supplies in the snow areas were exhausted. We further know that in many cases sales were lost through inability to meet the demand. Anticipate this condition and place your order for film and be ready for the rush.

←❖→

Can't Make a Mistake

With the new style Century film holder, you cannot place the slide in position after an exposure is made, and fail to indicate that the slide covers an exposed film. When you place the loaded holder in the camera and draw the slide to make the exposure, there is just one way in which the slide can be returned. That one way is with dark side out to indicate that the film has been exposed. Often you have failed to turn the slide when you put it in place and the results have been unpleasant. Century film holders are available in two sizes as follows:

5x 7	$2.90 each
8x10	3.65 each

It is likely that right now you have holders which because of Supersensitive emulsions should be replaced.

Order today from Hirsch & Kaye

The Code

(Continued from page 11)

of unfair trade practices not specifically referred to herein, destructive competitive prices, and such other steps as may be necessary to effectuate the provisions of this Code and the policy of the Act. Following such conferences and investigations, said Authority may formulate and submit to the Administrator its recommendations concerning the same. Such recommendations, when approved by the Administrator, shall have the same force and effect as any other provisions of this Code.

Section 4. This Code shall take effect on the second Monday following the date on which it shall have been approved by the President.

By Their Letters Will Ye Know Them

It is interesting to study the numerous letterheads on which we receive communications. A good many of the letters are modern and businesslike, and once in a while we receive letters of outstanding nature.

The letterhead of Phil Stroupe, San Francisco photographer, is in this group. It contains eleven illustrations of widely assorted subjects, the kind that will arrest your attention. Photography is obviously the business of the firm that sends out these letters, and it is further obvious that no assignment is too difficult. The name of the photographer, his address and telephone number are clearly featured.

This is quite a contrast from other letterheads which we receive which modestly contain the name of the photographer, very brief reference to the fact that he is a photographer, and in some cases does not even contain the address or town in which the business is located. Your letterheads should advertise your business. Suppose you now take your letterhead, analyze it and see that it really carries the message you intend it should.

Picturing Snow Scenes

Last winter we offered for general distribution some helpful bulletins to be distributed to your retail customers. These bulletins offered suggestions as to lighting and exposure, and now that the snow season is here, we again offer to furnish as many of these bulletins as you may request. We send them with our compliments, so just tell us how many you would like to have.



Auxiliary Heater Fan Type

Photographers will welcome this small, quietly operating electric heater which combines fan and heater unit. An efficient fan is suspended behind the 1000-watt heating element which is so constructed that there is no danger of contact with film, paper or anything in your studio. The metal case is attractively finished in beige enamel, while the base and outline are finished in dark brown. The maximum height of the heater is 14 inches, weight 6½ pounds. It has the Underwriters' approval and may be operated from any ordinary outlet.

Price $8.45

Order today from Hirsch & Kaye

It's embarrassing to admit you've never been offered money for your picture and a testimonial.

Bargains for the Photographer

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**

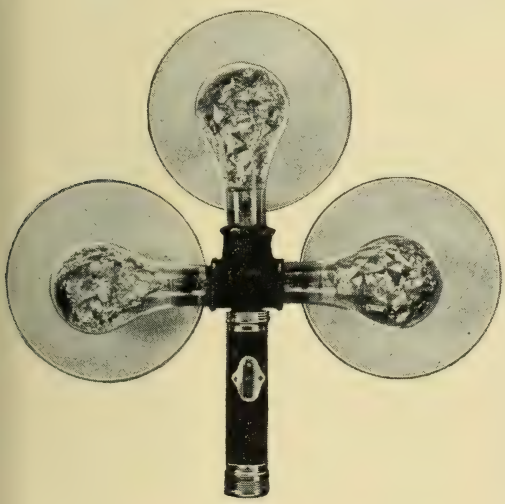
(Can be purchased on terms.)

CIRCUIT FILM

Surplus stock—fresh dating—6½ x 3 foot—regular emulsion.

Bargain Price, per roll **$0.65**

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price** **$135.00**

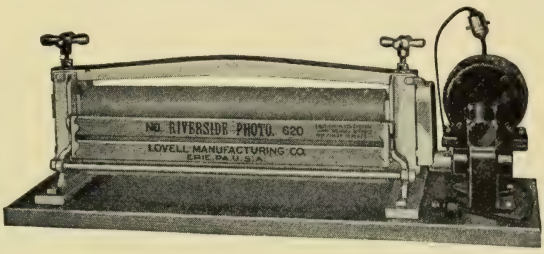


NO. 6 TRIPLE REFLECTORS

Designed to ignite one, two or three flash bulbs. You should have one for emergency use.

Bargain Price, $3.75, with battery

RIVERSIDE PHOTO WRINGER



Here are two shopworn wringers, used as demonstrators. They are in very good conditions.

Furnished with ⅛ H. P. single-phase A. C. or D. C. motor—can be attached to lamp socket. Speed of rolls, 27 R.P.M.

A *pressure lift* releases contact when not in use, preventing flat rolls. *Continuous drive* with cogs on drive end eliminate buckling of prints.

	Rolls Inches	Shipping Weight Lbs.	Net Price A C Motor Each
No. 620	20x3	165	**$93.00**

Terms can be arranged.

WRATTEN K 3 FILTERS

2	inch square, gelatin	**$0.30**
3	inch square, gelatin	**0.65**
1⅛	inch square, in B Glass	**1.10**
1½	inch square, in B Glass	**1.20**
1¾	inch square, in B Glass	**1.35**
2	inch square, in B Glass	**1.55**
2¼	inch square, in B Glass	**2.15**
2½	inch square, in B Glass	**2.25**
2⅜	inch square, in B Glass	**2.25**
2½	inch square, in B Glass	**2.25**
3	inch square, in B Glass	**2.75**
2	inch circle, in B Glass	**1.55**
2	inch metal cell	**3.00**

The supply is limited.

Order today.

Bargains for the Photographer

TWO 8x12x42 BLUE STERLING TANKS

These are exhibition tanks and have actually never had solution in them. These tanks are intended for developer or water.

Bargain Price ..... $13.20 each

4x5 HAMMER PRESS PLATES (H & D 1400)

These are really fast plates of which we have an over-stock. They are about a year old but still in excellent condition.

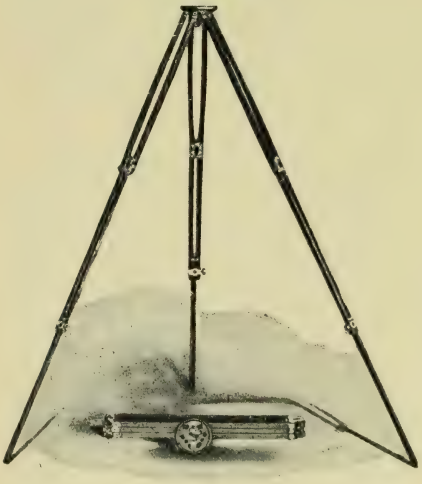
Special price, per dozen.... **65 cents**

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price..... 20 cents each

NUMBER 3½ COMBINATION TRIPODS



Length closed	22½ inches
Length opened	55 inches
Weight	4 pounds
Diameter of head	5¼ inches

New Tripods

Bargain Price $5.00

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price $135.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter. A complete outfit for **$260.00**

Oak Table with 22" square top. A real bargain for **$2.50**

Dark Oak Chair with round seat and 9-piece back support. Has swivel action. Another bargain for only **$1.75**

Light Oak Swivel Tilting Back Chair with castors.
A bargain for **$2.75**

STEEL ENAMEL TRAYS

We have a limited supply of second quality trays which we offer at special price. With reasonable care these trays should render a lot of satisfactory service. Remember—the supply is limited.

14x17	**$2.50**
16x20	**3.25**

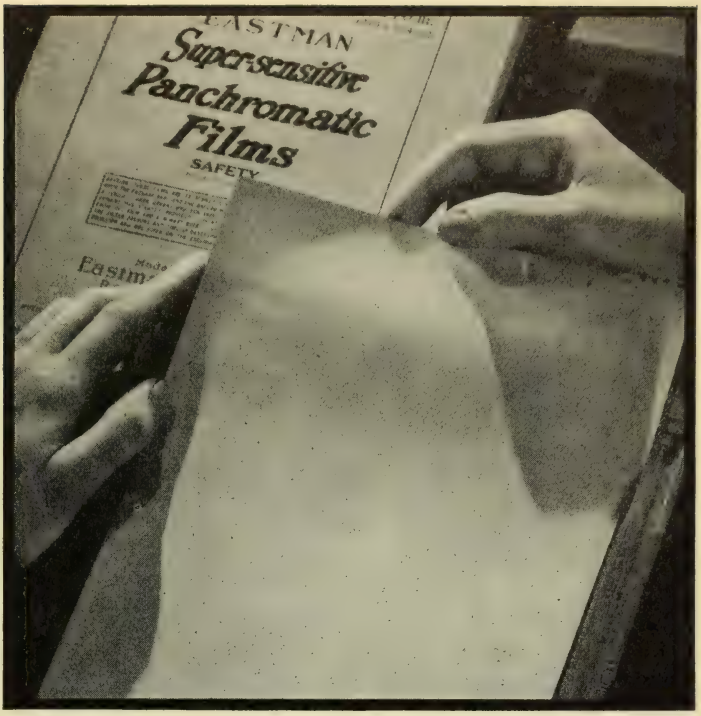
Alvista Panoram Camera. Uses 5x4 film, size of complete negative, 5x12 inches. A very practical metal panoram camera for only..... **$20.00**

SERIES C COLOR FILTERS

Equal in color value to W & W G Filters

⅞ inch round in cap mount	**$1.10**
1⅛ inch round in cap mount	**1.10**
$1\frac{7}{16}$ inch round in cap mount	**1.25**
4½ inch round in cap mount	**4.90**

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

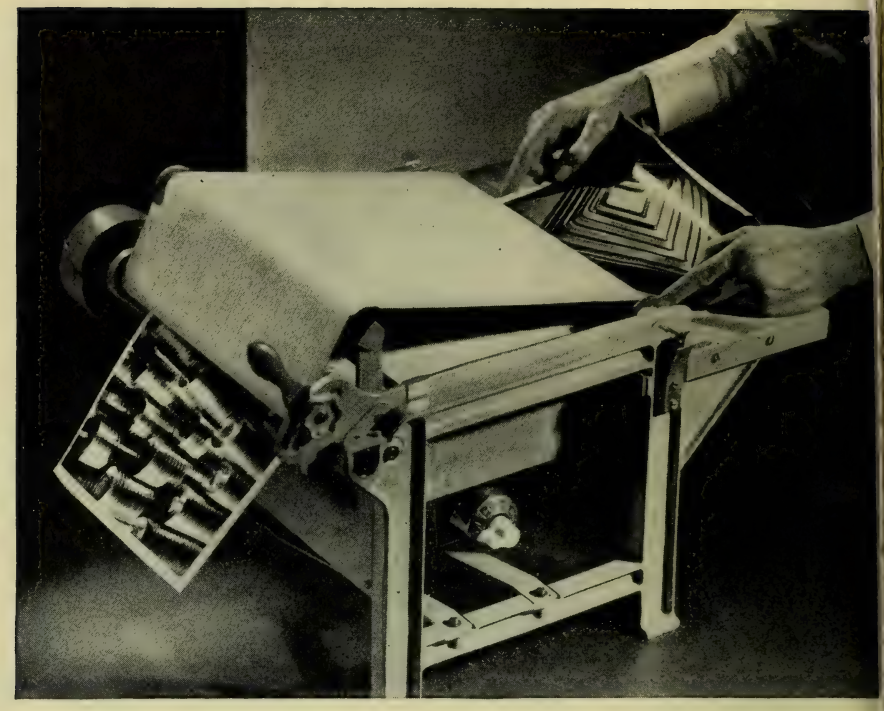


MODERNIZE YOUR TECHNIQUE

MODERN portraiture demands sensitive materials of speed, quality, and color sensitivity. Exposures must be fast to catch live expression—resulting negatives must have fine printing quality. Better rendering of color in flesh tones, with less need for retouching, is also especially desirable. All of these essential qualities are to be found in Eastman Super-sensitive and Portrait Panchromatic Films. Use them and your portraits will have a new sales appeal. Eastman Kodak Company, Rochester, N.Y.

EASTMAN

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS



IT TAKES OUT THE CURL

As fast as you can feed prints to its revolving belt, the Eastman Print Straightener moistens, straightens, and delivers flat prints with a finished, professional appearance. This machine is needed in every studio having quantity production. Prints pass through a water vapor which moistens them sufficiently to prevent cracking. The degree of moisture and tension of the straightening roller may be regulated. The machine and water heater are electrically operated. The price complete is $150, at your dealer's.

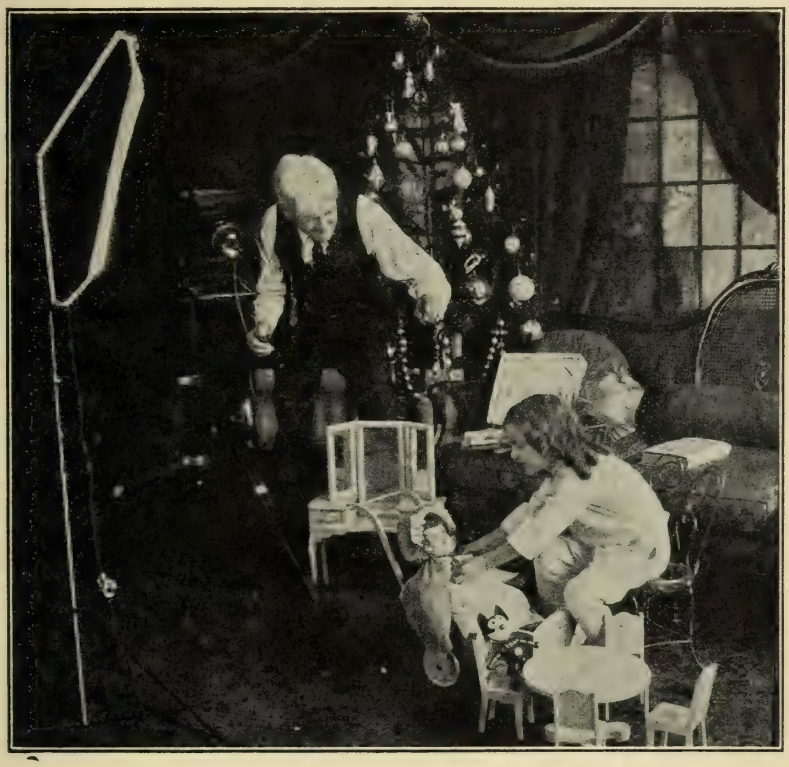
EASTMAN KODAK COMPANY, Rochester, N. Y.

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. IX DECEMBER, 1933 No. 12



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Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

Defender Film

Strictly modern and practical, DEFENDER FILM, in each of the seven brands, has the essential attributes for fine negative-making, in the portrait or commercial studio.

For complete information, THE DEFENDER BOOK, Dealers, Defender Branches or Service Department, Rochester, N. Y.

PORTRAIT
Regular or Safety Base

PORTRAIT HGS
(Highly Green Sensitive)
Safety Base only

COMMERCIAL
Safety Base only

COMMERCIAL ORTHO
Regular or Safety Base

COMMERCIAL PANCHROMATIC
Safety Base only

PANCHROMATIC
Regular or Safety Base

X-F (Extra Fast) PANCHROMATIC SPECIAL
Regular or Safety Base

DEFENDER FILM is manufactured for DEFENDER by DuPont Film Manufacturing Corporation, New York City

DEFENDER PHOTO SUPPLY CO., Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. IX DECEMBER, 1933 No. 12

The spirit of the holiday season again brings us the realization of the good will and confidence of our patrons and friends.

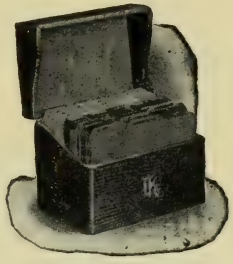
¶ The continued urge of business during the year unfortunately leaves little time to express our appreciation of new friendships made and old friendships continued. They are valued, nevertheless, to an extent not easily conveyed in words.

¶ Your loyal support encourages us to greater efforts toward the realization of our ideals of service. We know the attainment of this goal is our justification of your confidence.

¶ May the year 1934 bring you full measure of happiness, contentment and prosperity.

HIRSCH & KAYE

Know Your Costs . . .



Selling photographs, like all other merchandising, demands an orderly means of accounting which will enable the photographer to know his costs with sufficient accuracy to sell at a real profit. The photographer's business is not involved. He sells one thing. His business system may be a simple one, but he must have it; and we suggest the Eastman Studio Register System as the most simple and efficient means of studio accounting.

The Eastman Card Index Studio Register consists of two quartered oak desk boxes, 300 printed register cards, and two sets of alphabetical guide cards. It permits of a complete record of all orders and statements of accounts.

The Eastman Studio Cash Book of 161 pages is designed for a complete record of all of the studio's cash receipts and payments, as well as a monthly summary for comparison. There are also shop tickets and follow-up cards. An explanatory booklet, System for the Photographic Studio, is free on request.

Eastman Card Index Studio Register	$12.00
Eastman Studio Cash Book	8.00
Eastman Studio Shop Tickets, per 100	.75
Eastman Studio Follow-up Cards, per 100	.90

Loose-Leaf Register Available

For those who prefer a loose-leaf register that will give a comprehensive record of all orders, including cash and credit transactions, we recommend the Eastman Loose-Leaf Studio Register. It contains 100 leaves, 8½x15½ inches, is cloth covered, with leather back and corners, and contains an index. This register provides for a complete history of all orders.

Eastman Loose-Leaf Studio Register	$8.00

Plan for a new year of known costs and certain profits. Order your Studio System now from

HIRSCH & KAYE

Here are some of the uses of PROBUS PRINT LUSTRE

It adds brilliancy and depth to the shadows.

Gives a lustrous finish to all grades of developing papers or Bromide prints.

Helps detail.

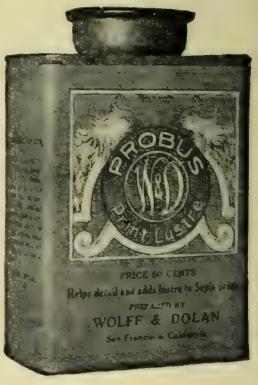
Especially effective on sepia toned or redeveloped papers.

Is invaluable for cleaning soiled photographs or renovating old prints for copying.

Is unequalled as a negative varnish and retouching medium.

Is an excellent medium for use with oil colors, giving an even lustre which blends the colors and retains their brilliancy.

A half pint tin costs only 65 cents at—



HIRSCH & KAYE

The Status of Partnerships in Business

Whether to form a partnership or a corporation is often a problem when several photographers decide to go into business together. There are advantages to both.

A corporation is generally believed to be the best solution to all problems, because the death of one of the partners does not dissolve it. Also, the partners are not responsible personally for the company's debts and one partner cannot demand the return of his capital, even at death.

In a partnership, you are more free to do business than in a corporation, as a corporation is supervised by the state and sometimes the Federal government. Credit is a little easier to establish, as each partner is responsible for the partnership's debts.

If a partnership is formed a clause should be inserted into the agreement that the death of either partner does not dissolve the firm and some definite agreement should be made about the manner in which the dead partner's estate should be paid his share of the partnership. Very often the business cannot stand so large a withdrawal of capital and provisions should be made that it is to be paid out a little at a time, bearing interest or not. The most satisfactory way to settle this problem, however, is for the firm to take out insurance against each partner's death and then pay off the partner's share from this policy. This method has saved many a partnership from dissolution, or from having a receiver appointed to distribute the assets.

Lieber Photo News.

←❖→

I. L. Van Winkle has opened a studio at 544 Market, Colusa.

←❖→

W. W. Swadley is back at work in his studio in San Francisco after an operation for appendicitis.

Selling Your Store

"Perhaps the greatest mistake of modern big-store retailers has been the over-emphasis of bargain prices, of the purely mercenary appeals, of magnifying items and minimizing the store, of focusing the public's attention upon certain articles at a price, instead of upon the desirability of their goods and the excellence of their service."

The above comment, by Edward A. Filene, prominent Boston merchant, appeared in a recent issue of "Retailing", and is in line with the present-day trend toward self-examination by members of the retailing trade.

The author might well have said "small-store retailers" as well, since the poison of the price-appeals seems to have penetrated to every member of the business system.

But business is waking up. The opportunities of self-regulation which have been given to business under the N.R.A. have opened our eyes to the evils of price-cutting and the ease with which it may be now destroyed. With this house-cleaning accomplished, the retail merchant can once again take his place as a merchandiser instead of an order-taker.

Above all merchandise, your real selling job is to sell your store; sell the unvarying quality of its merchandise, the excellence of its service, the fairness of its prices and its long-established reputation for style leadership. If this selling job is correctly done, then price competition need not worry you.

←❖→

Removing Stains from Hands

To successfully remove dye stains and other photographic trade marks from your hands, use a paste of chloride of lime mixed with carbonate of soda. Developer stains may be removed with citric or oxalic acid. Silver nitrate stains may be removed with a mixture made up of 350 grains of chloride of lime, 1 ounce of sulphate of soda and 4 ounces of water.

LePage's New "Fixer" and Mender

This heatless liquid solder is a silvery colored compound, which is especially adapted to fixing things because of its moisture resisting or waterproof qualities. Unusual as it may seem, you can bind different combinations of metals and it will adhere to all ordinary surfaces. Le Page's liquid solder will prove a real contribution to the emergency kit.

Almost Magical

Developed in the Le Page's laboratories, this heatless liquid solder will fasten all metals, such as copper or tin to iron, and other combinations of materials—glass to wood, leather to fabric, wood to aluminum—and mend glass, china, crockery, leather, pewter, kitchenware, sinks, water pipes, furniture, porcelain, marble, car and house radiators, auto tops—in fact, it is impossible to mention the new uses found every day. On metallic surfaces the solder will hold better if you roughen it with a file.

Handy—Simple to Use

You can apply it direct from the tube —or use a match or toothpick for a spreader. Carefully clean the surfaces to be soldered, removing grease and moisture. On porous surfaces apply a thin coat, and let it dry a minute before applying a second coat. Press together lightly—and allow sufficient time to dry. Then figure how much the repair has saved you. A quick mender.

When not in use, always keep the tube closed. Don't expose it to heat or flame.

No skill is required to use a tube of Le Page's heatless liquid solder.

A tube of generous size is only 25 cents.

When someone stops buying,
Someone stops selling;

When someone stops selling,
Someone stops making;

When someone stops making,
Someone stops working;

When someone stops working,
Someone stops earning;

When someone stops earning,
Someone stops buying!

Change of Speed

Beginning with Emulsion 937

As a result of many requests, the speed of the Charcoal Black emulsion has been decreased. Exposures are about twice as long as for emulsions previous to No. 937. Other characteristics of the emulsion are unchanged.

For your convenience, test strips are enclosed in all packages.

Charcoal Black Papers are in stock at

HIRSCH & KAYE.

New Papers

Eastman Portrait Proofing Paper

Anticipating a more general practice of supplying the customer with finished proofs, Eastman Portrait Proofing Paper is announced as a product made specially for this purpose, fine in quality, and moderate in price.

It is a developing-out paper of sufficient speed for projection printing and, with a reduced volume of light, may also be used for contact printing. It has a white stock of matte surface with a fine weave in its texture that shows the minimum amount of retouching or negative defects, yet is sufficiently smooth for proofs of small heads.

The emulsion of this paper is carefully balanced to produce fine proofs from negatives having the proper contrast scale for Vitava papers. Eastman Portrait Proofing Paper prices are the same as those for single weight Azo. It will be supplied in 500 sheet packages in addition to the standard listing. Hirsch & Kaye will supply you.

New Grades of Azo Paper

Two new grades have been added to the line of Azo double weight paper. They are Grade G, fine grain, lustre, natural tint, and Grade H, fine grain, matte, natural tint. Both of these papers are supplied in Nos. 1 and 2 contrasts, in the same sizes, and at the same prices, as other double weight Azo paper.

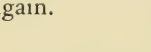
The beautiful surfaces of these new grades adapt them to a wide variety of photographic work. Their fine grain is equally suited to small or large prints and their quality and uniformity will be maintained at Azo standards. Order from Hirsch & Kaye.

A Copying Dodge

A problem, quite often encountered by the photographer, involves the copying of a silk or linen surfaced print without showing grain when an enlargement is to be made from the copy negative.

The following plan may be used with excellent results: Place an unexposed glass plate in the fixing bath, allow it to become perfectly clear, then thoroughly wash it. Soak the print to be copied and squeegee it to the gelatin side of the wet fixed plate, using a roller with considerable pressure to establish perfect contact. The grain of the print becomes embedded in the gelatin and all surface grain disappears.

Place the plate in a printing frame, clean the glass side and copy. The print should be illuminated from opposite sides with lights of even strength. Be careful that these lights are far enough to the side to be out of range of the lens. After copying, remove the print from the plate by soaking in water. The plate may be used over and over again.



Correctly standardized exposure and development produce negatives of uniformly fine quality that are easy to retouch, and that make the best possible prints with the minimum of effort. Before the holiday season begins, make a test such as we have suggested. You may be making good negatives but if you can improve them you want to know it. More than ever before quality is becoming a factor in competition. If you can standardize the technical quality of your work, you will be free to improve in posing, expression, and composition.

Crystal Dry Mounting Tissue

(Wax Paper Interleaved)

CRYSTAL DRY MOUNTING TISSUE is an entirely new product of superior adhesive strength, with a wide range of temperature latitude. it is specially prepared to meet the most exacting requirements of the photographic profession and other industries where such a product is used.

CRYSTAL DRY MOUNTING TISSUE can be worked at LOWER temperatures than other tissues without affecting its superior adhesive qualities. It is THINNER and will take the heat QUICKER. It saves the print, it saves money and annoyance and many other disadvantages, too numerous to mention.

CRYSTAL DRY MOUNTING TISSUE is not subject to climatic conditions. It can be used anywhere, anytime, and will not become brittle or soggy. The special WAX PAPER INTERLEAVING is a further protection, permitting its storage for almost indefinite periods, even in Summer weather or hot rooms.

CRYSTAL DRY MOUNTING TISSUE can be furnished in all standard and special sizes. Packed in neat cartons of 1 gross, also in rolls and quarter and full reams, it will meet the most particular demands of anyone desiring a BETTER Dry Mounting Tissue.

ONE GROSS CARTONS

3¼ x 5½″	$ .45
3⅞ x 5½″	.45
4 x 5 ″	.45
4 x 6 ″	.60
4¼ x 6½″	.65
5 x 7 ″	.85
5 x 8 ″	.90
5½ x 7¾″	.90
6 x 8 ″	1.30
6½ x 8½″	1.35
7 x 9 ″	1.35
7 x 11 ″	1.70
7½ x 9½″	1.70
8 x 10 ″	1.75
10 x 12 ″	2.85
11 x 14 ″	3.40
12 x 15 ″	4.00
14 x 17 ″	5.10
16 x 20 ″	6.90
18 x 22 ″	8.65
20 x 24 ″	10.20

ROLLS

10 yds. x 20″	$1.15	50 yds. x 20″	$5.65
10 yds. x 25″	1.45	50 yds. x 25″	6.50
10 yds. x 30″	1.75	50 yds. x 30″	7.90

REAMS

20 x 24″ Full	$32.00	Quarter	$ 8.50
25 x 30″ Full	52.00	Quarter	13.75
30 x 40″ Full	78.00	Quarter	20.50

Order Today
from HIRSCH & KAYE

Film Backgrounds

Somewhat recently we prepared a series of film print-in backgrounds of modern and timely design. Our salesmen have had photographs of these backgrounds and it is likely that you have seen them. If not, we are prepared to furnish photographic reproductions in reduced size so that you can see the attractiveness of the numerous designs available in several popular sizes.

You will help yourself and ease your work if you have a number of film print-in backgrounds on hand, and if not already provided with an assortment we suggest you now write for sample prints from which you can make your selection.

Merely ask for photos of film backgrounds and we will do the rest.

Save the Surface!

Valuable negatives are usually irreplaceable, and special care must be taken of them so that they are not ruined by scratches, drops of water, developer and hypo.

The little trouble involved in the varnishing of such negatives is amply repaid the first time the varnish coating saves a valuable negative from ruin. Many photographers realize this and therefore are varnishing every negative that cannot easily be replaced.

Negative varnish can be made by dissolving enough strips of clear celluloid (nitrate) in about a pint of amyl acetate to give the solution the consistency of syrup. The solution should then be filtered through a funnel into a wide-mouthed bottle.

To apply the varnish, follow the same procedure employed in using ground glass substitute. Hold the negative, emulsion side up, in the left hand. Pour a small pool of varnish in one corner and carefully tilt the negative from side to side until the surface is covered. Let the superfluous varnish run off one of the corners into the bottle.

After draining for about thirty seconds, lean the negative against the wall with a corner inserted into the mouth of a bottle. By the time another negative has been varnished, the draining of the first will have been completed. Remove it to the drying rack, keeping the same corner downwards.

Film is best varnished by dipping. Place the varnish in a small, clean porcelain dish and immerse the film slowly, drawing it through the solution. Considerable draining takes place, and it is best to hang the film up by one corner for ten minutes. Keep the varnish in a glass-stoppered bottle, or in a bottle covered by a piece of glass.

Do not use corks, and do not attempt to rush the varnishing, as uneven coating is likely to result.

The retouching of the negatives must take place before varnishing, as the varnish protects both the silver image and the retouching.

(Geveart Sensitizer.)

Infra-Red Plates Reveal Secrets of Past

The British Museum is carrying out experiments whereby secrets of the ancient past may be revealed. Through the use of Infra-Red photography, writings and figures can be detected which have been obscured deliberately or by nature in the course of time.

The Museum authorities have taken Infra-Red photographs of leather dated 1200 B. C., which have shown up hieratic writing quite clearly, which was hitherto impossible to read. The photographs taken show the writings with the utmost clearness. Experiments are being continued, and it is thought that by means of the Infra-Red process, not only will writings that have hitherto been only just discernible be photographed clearly, but also those that had been previously considered blank.

In the original the lettering was too faint and broken to be deciphered. In the first instance, photographic copies were made on panchromatic plates, using a red filter. This yielded results in which the text was somewhat clearer. The originals were then photographed on Ilford Infra-Red plates, using an appropriate filter, whereupon the whole of the text was brought out with most satisfactory legibility, and found to be early Egyptian of about 1200 B. C.

Note—Recently we announced that a number of bulletins on Infra-Red photography were ready for distribution. There are still a few copies for those who would like one.



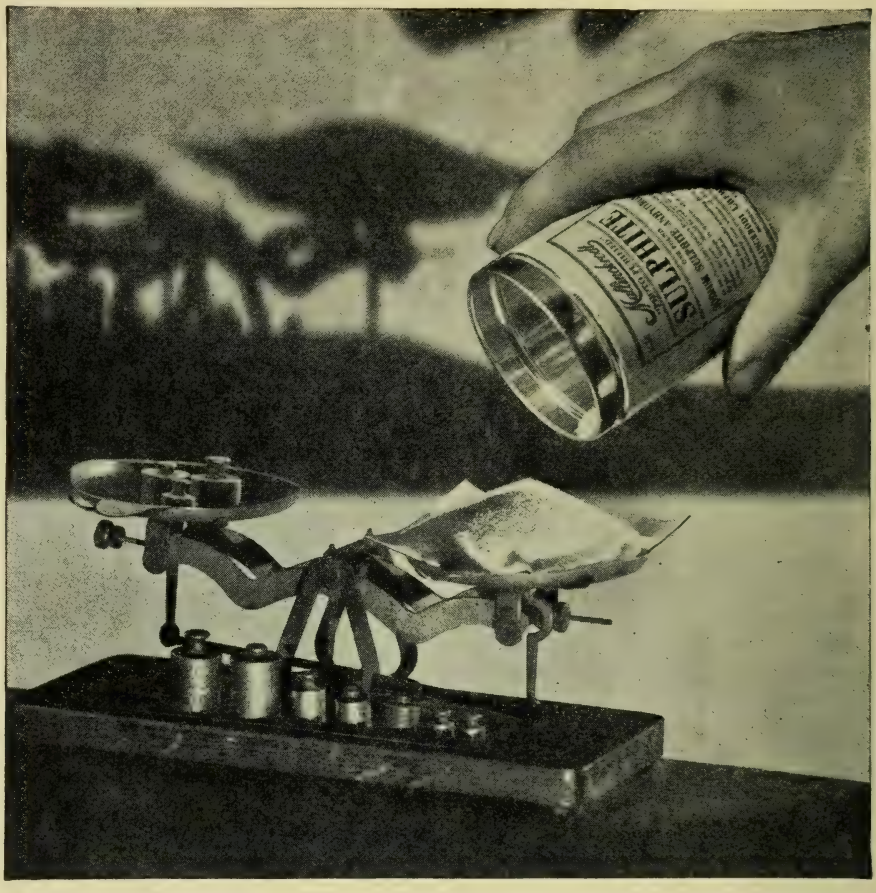
Man Leaves Little Behind

82% leave nothing.

15% leave $2,000 to $10,000.

2% leave modest estates over $10,000.

1% leave big estates.



Sodium Sulphite Anhydrous Photo

Appearance: Clean, small, sparkling Crystals.

Physical Properties: Free flowing and does not cake, giving a crystal clear solution without filtering.

Chemical Purity: Free from impurities detrimental to photographic work. Extremely low in sulphate, iron, lead, alkalinity, etc. Assay averages 99% in strength.

Stability: Does not deteriorate under normal storage conditions. It retains the original strength due to its special physical form and the manufacturing process employed.

One of the "Physically and Chemically Perfected" Photographic Chemicals.

Second and Mallinckrodt Streets

Mallinckrodt
CHEMICAL WORKS

St. Louis Missouri

New York **Chicago** **Philadelphia** **Toronto** **Montreal**

Won't You Sit Down?

By Hillary G. Bailey, F.R.P.S.

This is the story of a photographer not yet fully recovered from a novel and rare experience and the information he accumulated therefrom.

First, some debtors paid him some real money. That was a shock as well as a rare experience.

Second, he immediately set out on a spending spree — shoes, shirts, you know. That was novel to say nothing about being optimistic. But it proved to be educational.

Since times are as they are this photographer fully expected salespersons to figuratively fight over his spending. And was *he* disappointed! He discovered that times may have changed but sales attitude is much the same.

Some salespersons said to him parrot fashion: "Can I help you?" Others: "Did you want to buy something?" And still others said nothing at all. Only once did a clerk seem really interested.

To add to his consternation the photographer wandered into a competitor's reception room intending to visit; but the receptionist failed to recognize him. He stood on one foot and then the other for awhile and finally the so-called receptionist stated in bored monotone: "Did you want to see some folders?" Yes, it was as bad as that.

Attitude cannot be taught very rapidly, but there is one magic trick. This trick contradicts much I have heard from convention platforms, but then most of the business getting methods we used to teach are worthless now. The trick is this: when a prospect comes into the studio (how's that for anticipation?) the very first thing to say is this, "Won't you sit down?" And then SIT DOWN WITH THEM.

Ben Larrimer, now gone from among us, to our loss, was never accused of being unsuccessful financially. Did you ever go into his studio? If you did, did he say, "Can I help you?" or "do you want to look at some pictures?" He did NOT. He always said, "Won't you sit down?" And he would sit down with you.

New Frame Catalog

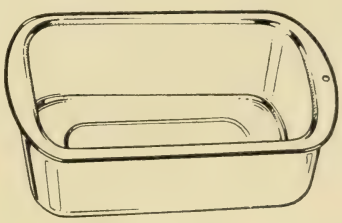
Our new Frame Catalog No. 7 is now ready. You will probably receive a copy about the same time you receive this copy of "The Focus." If for any reason your copy does not arrive, be sure to remind us.

The line is more attractive than ever. You will often want this catalog as a guide to your orders. We do not know how long these low prices will be effective. It is a catalog you will be glad to have.

NO. 170 HYPO FIXING BATH

An inexpensive tray of triple coated white enamel—acid-proof inside and outside. It takes prints up to 11x14; has raised panel in bottom, making for easy handling.

16x11½x5 inches $1.75



Order Today from Hirsch & Kaye

for perfect pictures

GEVAERT

plates

S.S.S.-Press A-H
Super Press A-H
Super Chromosa A-H
S.S.S. A-H
S.S.S. (plain)
Sensima Ortho
Studio
Ortho Process
Postcard
Lantern Slides

films

Studio Ultra Pan
Studio High Speed
Universal Ortho
Commercial
Process
EXPRESS Superchrome—
Cut Film
Filmpack
Rollfilm
Film for Leica
Cine
35 and 16 MM.,
Positive and Negative

papers

Novabrom
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Thoroughly Experienced
Both Lines

Mail Orders Given Prompt Attention

PRICES REASONABLE

DOLLY E. LEANARD

431 So. COTTAGE ST., SALEM, ORE.

Johnson Retouching Varnish

Photographers will be glad to know that we have received another supply of Johnson Retouching Varnish. This has always been a popular retouching dope applied to the area to be retouched. It is economical in use and most efficient in results.

1-ounce bottle ..... $ .30
2-ounce bottle ..... .50

Order today from HIRSCH & KAYE

WANTED—
Nicolls Portable Flash Lamp

Must be in serviceable condition.

Box 251 THE FOCUS

E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
WEST 2611

Putz-Pomade

For reducing negatives by friction and for finishing etched negatives.
25 cents a tin

HIRSCH & KAYE
have it!

WANTED
USED PROCESS CAMERA
SMALL SIZE

State size, condition and price.

Box 417 THE FOCUS

FOR SALE
Studio in Northern California

Doing good business; well equipped for Portrait, Commercial and Kodak Finishing. Eastman Kodak and Cine Agency.

Box 2335 THE FOCUS

MOORE'S OPAQUE

Moore's Universal Opaque may be applied with a brush, ordinary pen or a ruling pen. Dries quickly and is exceedingly flat and thin. It will not crack or chip off and cannot stick to the paper in printing.

1 ounce ..... $ .25
4 " ..... .60
8 " 1.00


R. E. Derby


N. G. Siller


Wm. Wolff


H. L. Bush


K. G. Charlesworth

Our Salesmen Tell Us

Nathan Reiman of Stockton attended the National Photo Finishers Convention at Cincinnati, Ohio. En route home he stopped at Covington, Kentucky. There are many reasons why a man could well stay over for a visit in Kentucky, but Mr. Reiman did not divulge his reason.

♣ ♣

H. C. Jensen of Selma recently had an experience that he does not want to repeat. It was important that he be in Fresno at a given time, but his car was in the garage for repairs, so he hastened to the station to catch the stage. The bus had just left, but he noticed a freight train pulling out of the station in a northerly direction. It was his first experience in riding "Sidedoor Pullmans" and he accidentally stepped on a coupling pin in the middle of the train and thereby detached a string of empty cars from the train. Several anxious moments followed before the runaway cars were brought to a stop without damage. Mr. Jensen was forgiven but tells us the next time he has an appointment he'll walk.

♣ ♣

Save your copies of The Focus. They are helpful.

We were delighted to learn that a former Hirsch & Kaye employee, **Miss Lucille Race,** has been appointed secretary to the United States Ambassador to Turkey. Who knows what other public careers may be in the making right here in our midst. But one thing is certain—Jerry will never be Secretary of Labor.

♣ ♣

George Sinclair, a stockroom employee, has left us and will be replaced by **Ernest Rothery.** Ernest is a former employee who is glad to come back after a year of music. His experience as a trap drummer will make him a very active stock clerk.

♣ ♣

The Association of Photographic Portrait Retouchers has been organized in San Francisco. **Mrs. May K. Rouse,** San Francisco, is president and **Mrs. Francis Stansberry,** 2625 Parker Avenue, Oakland, is secretary. The first announcement shows an enrolled membership of thirteen, which is an excellent start. Anyone desiring information about retouching may write to Mrs. Stansberry, or you can communicate with the Association through Hirsch & Kaye.

American Annual of Photography

Those of us who are quite close to the photographic profession, either as practical photographers or merchants, may not always appreciate the rapid strides that photography has made in recent years. We need some form of perspective which will give us a sort of simultaneous survey of the many phases by which photography is advancing by great strides.

This thought came to us when we looked through a copy of the American Annual of Photography, one of the most popular of photographic annuals and now ready for distribution. The book contains a limited number of announcements of new and timely equipment and material. There are a total of 296 pages devoted to articles on photography including a number of reproductions of some of the most outstanding photographs. A resume of the various chapters will indicate the number of interesting subjects which appear in the book. Subjects include:

Quality in Enlarging.

Press Photography.

Lantern Slides.

Snake Photography.

Development.

16 millimeter Sound Film.

Story of a Face.

Retouching.

Mountain Photography.

Natural Color Photography with Miniature Cameras.

Photography of the Stars.

Focal Plane Shutters.

Cloth Backed Commercial Prints.

Selling Photographs.

Photographic Lenses.

Outdoor Photography.

Dodging.

Pictorial Expression.

Temperature in Laboratories.

Bromoil Prints.

There are also a number of tables which include your favorite formula and other useful information. This is a book that you will be glad to read today, and tomorrow, and again refer to in the future. Paper-bound copies are $1.50, cloth-bound copies, $2.25. Better order today for the edition is limited.

Picturing Snow Scenes

Last winter we offered for general distribution some helpful bulletins to be distributed to your retail customers. These bulletins offered suggestions as to lighting and exposure, and now that the snow season is here, we again offer to furnish as many of these bulletins as you may request. We send them with our compliments, so just tell us how many you would like to have.

How About Lamps?



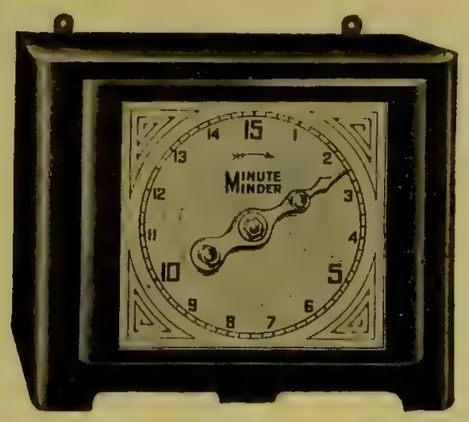
Do you need lamps for the home, office, studio or workrooms? All sizes, shapes and colors are in stock.

Order today from Hirsch & Kaye.

POPULAR, THO NEW

The Minute Minder

Set It and Forget It



Here is a timing device which will be appreciated by every photographer and laboratory worker. The Minute Minder requires no winding. Merely turn the hand to the interval of time for which you want to be reminded and you have automatically wound the instrument. It then proceeds to record the time and when the hand gets back to zero, it rings a bell. Just the thing for your darkroom for developing, fixing and washing film, washing prints and all other functions which are reduced to a definite routine.

Model 60 provides for total range of from 1 to 60 minutes in 1-minute intervals. Model 15 provides for range of ¼ of a minute to 15 minutes in ¼-minute intervals. Both models measure only 4½x5½x2¼.

Price, either model.....$4.00

HIRSCH & KAYE *have it.*

Universal Exposure Meter

Model 617 Type 2



For novice or expert this meter operates perfectly for any kind of film, any lens or aperture, under artificial or daylight, for action or still pictures.

Simply sight the meter at the scene, note its brightness reading, then by a turn of the exposure dial you have the proper f stop and shutter settings for your camera. It makes good photographers, as far as exposure is concerned, out of everyone because all guesswork is banished and the photographer's mind is left free to produce artistic effects.

Furthermore, it provides a simple, direct means for predetermining the density of the finished negative.

It has no battery, is always ready for instant service, and long exposure to direct sunlight does it no harm.

The Weston Universal Exposure Meter is offered with full assurance of its operative ability, constructional perfection and satisfactory service at all times.

Price—$27.75

Includes carrying case and shoulder strap.

Weight, 8½ ozs. Size, 3½" x 2¼" x 1 3/16"



Auxiliary Heater Fan Type

Photographers will welcome this small, quietly operating electric heater which combines fan and heater unit. An efficient fan is suspended behind the 1000-watt heating element which is so constructed that there is no danger of contact with film, paper or anything in your studio. The metal case is attractively finished in beige enamel, while the base and outline are finished in dark brown. The maximum height of the heater is 14 inches, weight 6½ pounds. It has the Underwriters' approval and may be operated from any ordinary outlet.

Price $8.45

Order today from HIRSCH & KAYE

The Multi File

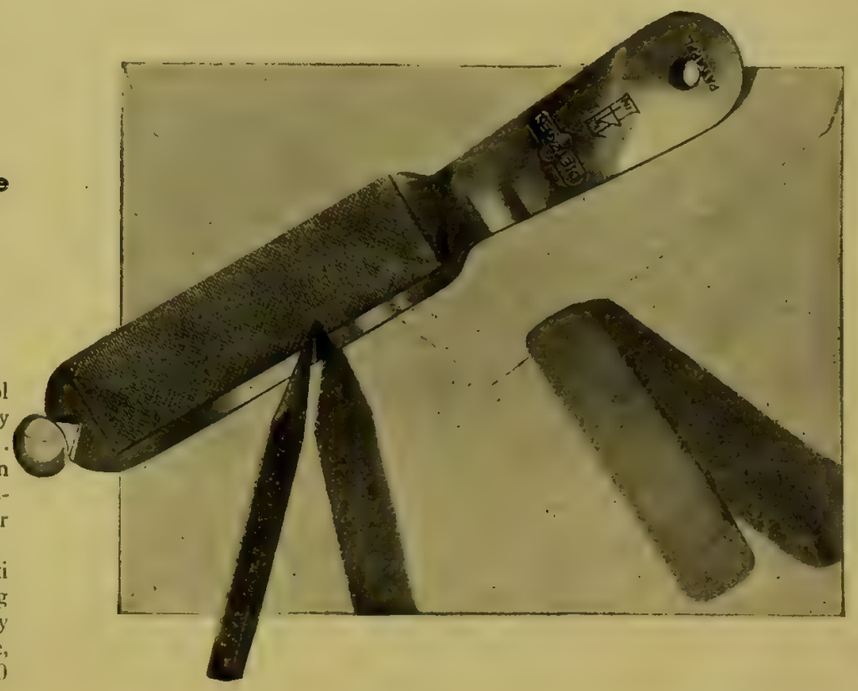
or Classroom for Home, Office

- Pencil Pointer
- Eraser Cleaner
- Tack Lifter
- Paper Knife

Inexpensive
Practical
Indestructible

This combination tool will save you many valuable minutes . . . at the office . . . in the home . . . or classroom. Order one or more today.

Handy 4-in-one Multi File, six inches long with handle neatly finished. List Price, each $0.30





A COMPLETE SET OF LENSES ALL IN ONE

Wollensak Velostigmat Series II f 4.5

Here's an all-around high speed lens that has won favor among three separate groups—portrait artists, commercial men and press photographers.

Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action snaps. And so versatile that it is regularly used for copying and enlarging.

Fitted with the proper size Wollensak Velostigmat Series II *f*4.5 lens your one camera becomes practically five separate instruments. And not expensive.

Wollensak Optical Co.

ROCHESTER, NEW YORK

Drying Prints

As told by a Defender Representative

Drying prints is, as we all know, one of the important steps in producing good photographs. Yet it is astonishing to note how little thought is given to it by the majority of workers. Carelessness is the great evil; rushing the process the next greatest. Most of those who err in the latter way, do so because they do not realize the limitations of the systems they use.

The present day finds many types of dryers, of both the home made and the purchased type. They all have merit but there are limitations in almost any type of apparatus.

Too much cannot be said regarding the handling of prints with the heated dryer. A good deal of abuse is given prints under this method. Not that the manufacturer has left us in the dark for he has told all of us what precautions must be taken and has made recommendations for the proper drying of prints which are in line with the instructions given by manufacturers of sensitized papers.

Prints in the water have excellent brilliancy with good clean tone values and gradations. They also have, usually, a pleasing color. Often one will find himself wishing that the fine quality of the wet print could be had when it dries.

There is no way we know that beauty of a wet print can be retained. However, there are certain rules for the drying that will help us in retaining most of that quality.

Heat, improperly used, does more to kill the color and gradations of prints than any other method of drying. In using a heated dryer great care should be taken to assure yourself that the dryer is not too hot.

In many studios where the heated belt dryer is used the heat is set at a point where the print will dry in one passage through the dryer. This is far from being proper, and should never be done. It kills the color and gradation. Prints should never pass through this type of a dryer less than three times if you want to preserve quality. Even after three times through, the prints should not be bone dry. A little moisture is needed for putting them under pressure.

If you make six prints, same density and color, from one negative, then put them through the dryer in the following manner, you will see just what happens under such conditions.

Run one print through dryer with the temperature such that it will take six times through to dry the print. The next should be run through at a temperature where it will take five times through. The next should be dried in four times; the following three times. Then two times on the next one and the last print dried in one trip through the dryer. Put them all on a table and make your comparison. You will see a difference in every one of the prints. And will realize what has taken place. There will be a decided difference between the one and four. very little between five and six. Belt drying has many advantages but you cannot force the drying of prints to any extent and keep them as you want them.

A word should be said at this point regarding cleanliness with this or any other type of drying system. Keep the dryer covered when not in use; keep it well covered, as dust and dirt creeps into the smallest corner and makes plenty of extra work. Before you use it each time give the belt a good brushing—have it thoroughly clean.

Too much cannot be said as to proper washing of prints. When they have not been sufficiently washed a certain amount of hypo is drawn from the

(Continued on page 21)

LYFLAT PHOTO-PRINT CONDITIONER

Prevents excessive drying of prints with attending deterioration of paper.
Prevents cracking of glossy prints as they peel from the ferrotype tins or other drying surfaces.
Prevents glossy prints from sticking to drying surface.
Prevents cracking of prints during storage and handling.
Facilitates straightening of prints.
Allows single weight photographic prints to be folded without damage.
Allows prints to be embossed and die sunk without damage.
Facilitates mounting.
Imparts an agreeable feel to prints because it prevents hardening and stiffening.
Gives a finish to prints which takes and holds water color paint applied with an ordinary brush or an air brush.
Facilitates shipping by allowing use of mailing tubes.
Does away with the necessity of using a print straightener where prints are squeegeed.
Prevents buckling in folders.
Gives a desirable finished look and adds quality to your prints, thereby increasing the demand for your work.
LYFLAT may be used on any standard type of photographic paper. It will not injure the print nor cause fading.

One quart of LYFLAT is sufficient to treat over 1000 8x10 *prints.*

PRICE

LYFLAT Per Quart $1.00
LYFLAT Per Gallon $3.50

Order Today from HIRSCH & KAYE

No. 75 FLASHING LAMP

For the New No. 75 Photoflash Bulbs

POWERFUL LIGHT

The tremendous light power and actinic value of the new No. 75 photo-flash bulb makes it the ideal light source for all large flash-light assignments. Its light value is equivalent to almost four of the standard bulbs—assuring well exposed negatives on the most difficult of jobs. It eliminates the necessity of firing the smaller bulbs in multiple units.

No. 75 Flashing Lamps are both safe and convenient. You screw the flash bulb into the socket—place the safety screen over the reflector. A small pilot-light indicates when all is ready. Then you press a button and flash the lamp. That's all there is to it—and on the most difficult jobs you are assured of a well exposed negative.

No. 75 Power Flashing Lamp

Similar in construction to the Hand Battery Model, but arranged for firing from any electric outlet—A.C. or D.C. in any standard voltage—eliminating the use of batteries. It is fitted with 25 feet of cord complete with switch. The handle provides for tilting the reflector at any angle and for mounting on a stand. The ideal unit for use at conventions, large halls, public places, etc.

No. 75 Power Unit

Complete outfit consisting of 16″ reflector, safety screen, 25-ft. cord with switch and tilting handle. Stand not included. Price, each, **$12.00**

No. 2 Folding Stand, 86″ high when extended, $5.00.

No. 75 Hand Battery Lamp

The No. 75 Hand Battery Lamp is a compact, highly efficient unit, providing its flashing power from batteries contained in the handle. Shaped to fit the hand with the firing button conveniently placed for quick, easy flashing. A pilot-light indicates when all is in readiness for snapping the picture. Reflector measures 16 inches in diameter—satin finished reflecting surface for maximum light.

No. 75 Hand Unit

Complete outfit consisting of 16″ reflector, safety screen, batteries, etc., ready for use. Fitted with Mogul base for use with the New No. 75 Photoflash bulbs. Provides maximum efficiency from these new powerful bulbs. Price, each, **$12.00**

No. 75 Flash Bulbs, each one equal to more than three of regular size, **75c** each.

Drying Prints

(Continued from page 19)

print on to the belt and in a short time the belt is contaminated with hypo and you never have a permanent print. Test your prints for sufficient washing with Permanganate of Potash and prevent this trouble.

I have seen photographers run unwashed proofs through the dryer; then start their finished work through at the same time. You know the result. Regardless what method you use for drying prints, do not let finished prints come in contact with the blotters, etc., that are used for rush proofs which you have made in black and white.

To those who are using the cloth stretchers a word of warning may be in order. Don't let them get dirty. Keep them covered when not in use. It is always good policy to wash the cloth every two or three weeks as there is always a certain amount of foreign substances deposited on the cloth. If you are using blotters as a means of drying, take care not to let dust settle on them. I have seen printers blot their prints in the darkroom where they mix chemicals. Sometimes they handle them on a bench where hypo has been splashed and dried. Always remember that chemcial dust finds its way into unusual places. Be sure you keep the stretchers clean. When they begin to show soil throw them away. It will be cheaper in the long run.

There are often complaints regarding prints not being flat when dried and put under pressure; complaints where they buckle or cockle in the folders. Any gelatine coating is subject to atmospheric conditions regardless of whether the print is double or single weight and therefore may show this fault.

Lyflat, a print conditioner, often ends this trouble. The Lyflat solution works efficiently with all types of paper, single or double weight, the conditioning process alleviating tendency to curl or buckle. Consequently it can be used with advantage in many instances when atmospheric conditions make print drying tasks unusually difficult.

Viscose Sponges

Imperishable, acid and gasoline proof artificial silk sponges, LINT-LESS, of enormous absorption, for instant surface drying of films, plates and photographic papers. Exceptionally suited for bromoil work.

To dry any length of roll or Cine-Film, sandwich the film band between two pieces of Viscose sponge and pass down under gentle even pressure.

LARGE VISCOSE SPONGE
Size I.
Dry: 4¾ x 3 x 1¼" Absorption:
Wet: 6¼ x 3½ x 1¾" up to 8 ounces—$1.50

HALF-SIZE VISCOSE SPONGE
SIZE II.
Dry: 2½ x 3 x 1¼" Absorption:
Wet: 3¼ x 3½ x 1¾" up to 4 ounces—$ .75

HIRSCH & KAYE *have them!*

Open End Kraft Envelopes

A very durable paper, brown in color. More pleasing in appearance than manila stock, and permits of more artistic appearance when printed. Gummed flaps.

	Per 100	Per 1000
4½x 6½	$ .35	$2.90
5½x 7½	.40	3.40
5½x 8½	.45	3.70
7 x 9	.65	5.30
8½x10½	1.00	8.20

Proof Envelopes

These Proof Envelopes measure 4⅛x6⅛ inches and are furnished in good quality Kraft or Red Mandarin stock. Both open-end and open-side styles are listed.

	Per 100	Per 1000
No. 7 O. E. Kraft	$0.40	$2.85
No. 7 O. S. Kraft	.45	3.90
No. 7 O. E. Mandarin (Red)	.45	3.90
No. 7 O. S. Mandarin (Red)	.50	4.50

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens
Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by

HIRSCH & KAYE

Standard Lighting Chart

Just what you've been looking for!

15 Popular Lighting Arrangements at a Glance

* *

45 degree
45 deg. with back light
Dark mass profile
Shadow lighting
Top front
Low key
High key

Illustrated With Working Diagrams

* *

Rembrandt
Dramatic
Double back light
Dark line profile
Light line profile
Modified light line
Silhouette

Rembrandt with back light

Order today—only 50 cents!

Photographic Astronomy

Photographic workers who are doing scientific work, particularly Astronomy and Spectroscopy, and similar types of investigation in the field of color and wavelengths of light, will be interested in a booklet just published by the Eastman Kodak Company.

This book, from the Research Laboratory, is entitled "Photographic Plates for use in Spectroscopy and Astronomy". It is a catalog of materials available, and is also a manual or guide to the selection of materials best suited to the particular field of investigation to be undertaken.

To the lay photographer this booklet will have little meaning. It is written for the scientific worker, and contains many terms and symbols employed in higher physics, as well as frequent references to previously published papers on scientific matters relating to photography.

A study of this booklet will reveal the tremendous advances made in recent years by the Research Laboratory in the production of sensitized materials.

Copy sent on request to Hirsch & Kaye.

New Mode Mounters That Appeal to the Public . . .
HERE'S A WINNER



The PARIS PANELS

Step along with the times and feature these new mode mounters—the PARIS PANELS. They are snappy styles that will create new interest and help you make your sales.

Made of new shadow mist stocks—Greytone and Neutral-tone—each size has a sparkling, individual design entirely different from the others.

Available in sizes 3x4 square, 3x4½ oval and 4x6 square—both Grey and Neutral.

This style will undoubtedly prove very popular with the young folks—especially the students.

The illustration above gives you an idea of the style, but no illustration can properly describe the sparkle of these mounters. Therefore, make use of the Sample Offer and be convinced.

Samples of the three sizes for 20 cents.
Samples of all sizes in both colors for 40 cents.

SAMPLE OFFER W-6

It is not necessary to put in a large quantity, but do not try to do business in these times with last season's styles.

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

Jingle bells, jingle bells
Jingle all the way—
Its lots more fun to ride a sleigh
Than a one lung Chevrolet.

♣ ♣

Im glad the holidays are over. I ate so much at Christmas, that the next morning my mouth tasted like a Chinese family that moved out the day before.

♣ ♣

I see where the government has loaned some money for slum improvement. That sounds like better stew for the soldiers.

♣ ♣

I guess things are getting better all right, because Ive been reading about a lot of good men going back to work. But what'll we do with those who are not so good?

♣ ♣

About the only thing that can lay down on the job and get results is a hen.

♣ ♣

Some people think Solomon was the smartest man. But I think it was Noah. He was the only one who knew enough to come in out of the rain.

Anything you tell a woman goes in one ear and over the back fence.

♣ ♣

A waiter—an inn experienced person.

♣ ♣

A book Im reading says a salesman should stand behind everything he sells. But suppose he's selling mules!

♣ ♣

A filmy gown had Marjorie Kidd
When I called to see her
I certainly did!

♣ ♣

Have you seen the new Ford car?
I hear so many women have lost their heads over this car that the dealers are calling it the Henry 8th model.

♣ ♣

My girl is dumb—she thinks football coaches have wheels, and that reminds me — the best 10 years of a woman's life is between 28 and 30.

—JERRY.



Made in the Following Popular Sizes

No. 2	5½ x 7½	•No. 8	10½ x 15
No. 3	6¾ x 8¼	No. 9	6¼ x 9¼
No. 4	7½ x 9½	•No. 10	7½ x 11⅝
•No. 5	8¾ x 10½	•No. 11	8½ x 11½
•No. 6	10¼ x 12⅜	•No. 12	13 x 17½
•No. 7	12¼ x 14½	No. 14	16 x 20¼

•Packed in cartons containing fifty.

The New
INGENTO PHOTO MAILER

Has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The Ingento is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by Burke & James, Inc., *Chicago, Illinois*

Carried in Stock by Hirsch & Kaye

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

Boy—Oh Boy! What a Bulb!

Last month we announced a new Photoflash Bulb No. 75, with more than three times the light of a regular bulb. And now we announce the new Photoflood Bulb.

The Movie Flood Lamp is approximately the same size as a 1000 watt pear-shaped PS bulb. The bulb consumes 2000 watts or approximately 17 amperes on 110 volt circuit. It will produce approximately three and one-half times as much light as a standard 1000 watt lamp, is provided with a mogul base and has an average life of 15 hours of service.

Movie Flood Lamp.....$5.25

"A Flood Lamp today,
Keeps dark days away."

Order from Hirsch & Kaye

Electric Tank Heaters

Photographers who are interested in electric heating devices for their tanks can obtain a heater for every style or size of tank. So far we have not put these heaters into our stock, but you can obtain them from the Electric Material Company, 163 Second St., San Francisco. When you write, give the dimensions and capacity of your tanks, and the average amount of temperature raise you require, and be sure to mention Hirsch & Kaye so that they will understand your problem.

ARTONE

Colored Dry Mounting Border Paper

is a new development in the photographic art. Artone Border Papers impart an artistic and distinguished touch to the finished work. By selecting the right color combination remarkably effective results may be obtained and the picture is brought almost into relief.

ARTONE BORDER PAPER is coated with the same adhesive emulsion as the well known CRYSTAL DRY MOUNTING TISSUE. As the name implies, it is used in connection with the mounting of photographs where beautiful and artistic marginal effects are desired. The choice of the colors may depend upon the tone of the print and color of the mount, or the artist may use his own imagination. Whatever the selection, remarkable effects can be achieved.

ARTONE BORDER PAPER is supplied in the following desirable colors: No. 1—Ivory White, No. 2—Bisque, No. 3—Ecru, No. 3½—Beige, No. 4—Fawn, No. 5—Drab, No. 6½—Dove, No. 7—Light Brown, No. 8—Dark Brown, No. 9—Pearl Gray, No. 10—Smoke, No. 11—Slate, No. 12—Black, also Gold and Silver.

It comes packed in cartons of 1 gross sheets and in six standard cut sizes. For studios which require odd sizes or prefer to do their own cutting, we also furnish large sheets.

PRICE LIST

1 gro. cartons	one color	choice of 2 to 4 asstd. colors
5 x 7 ″	$1.55	$1.70
6½ x 8½″	2.35	2.50
8 x 10″	3.10	3.25
10 x 12″	4.75	5.00
11 x 14″	6.20	6.50
14 x 17″	9.25	9.75

Gold and Silver 25% higher than colors.

Order now from HIRSCH & KAYE

Bargain Lenses

	Speed	Focus	Shutter	List	Bargain
Barre Portrait	F.5	6″	no	$21.00	$12.50
Goerz Dagor	F6.8	4¾″	Compound	50.00	19.50
B & L Protar	F18.	5-9/16″	no	33.00	15.00
B & L Kodak Anastigmat	F6.3	6⅞″	Compound	47.00	20.00
Barre Portrait	F.5	7″	no	29.00	14.00
Heliar, in sunk mount	F4.5	6½″	no	55.00	25.00
Versar	F.6	6½″	Regno	35.00	17.50
B & L Anastigmat	F6.3	6⅞″	Compound	47.00	19.35
Kodak Anastigmat	F4.5	8½″	no	85.75	45.00
Xenar	F3.5	8¼″	no	71.30	32.50
Cook Anastigmat	F.6	13″	no	130.00	75.00
Tessar I C	F4.5	15-19/32″	no	274.00	150.00
Radar Anastigmat	F.4	7¼″	no	64.50	48.00
Verito	F.4	8¾″	no	42.50	29.50
Radar Anastigmat	F4.5	7½″	no	64.50	48.50
Seroco	F6.8	7″	Double Valve	25.00	9.00
Carl Zeiss Tessar	F4.5	7″	no	58.30	39.00
Tessar I C	F4.5	4-7/16″	no	25.30	18.00
Cooke Portrait IIA	F3.5	10″	no	207.00	150.00
Emil Wide Angle	F.12	4½″	no	45.00	19.00
Velostigmat IIIA	F12.5	5⅜″	no	46.00	19.00
Tessar I C	F4.5	9¼″	no	98.00	66.00
Darlot Portrait	F.5	11½″	no	48.00	29.00
Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
Tessar 11B	F6.3	10″	no	78.95	27.50
Tessar I C	F4.5	14″	Compound	146.00	69.00
Paragon	F4.5	12″	Universal	145.00	69.00
Xenar	F3.5	5½″	Compound	68.00	39.50
Kodak Anastigmat	F6.3	6½″	Universal	25.00	9.50
Verito	F4	11½″	Studio	65.00	29.00
C Zeiss I C	F4.5	5¼″	Compound	93.00	23.00
Vitax	F3.8	16″	Studio	186.00	95.00
Wollensak Portrait	F.5	15″	no	72.00	39.00
Gundlach Portrait	F.4	14″	no	100.00	42.00
Verito	F.4	14½″	Studio	90.00	45.00
Goerz Dagor	F6.8	12″	Sector	130.00	45.00
Verito	F.4	18″	Studio	111.00	51.50
Goerz Dagor	F6.8	4⅛″	no	37.50	25.00

Bargains for the Photographer

PHOTOGRAPHIC ANNUALS

Just a few copies of last year's books are left in stock. We offer them at drastic reductions in order to clear our stock for the new editions. Remember—only a few copies left.

Photograms, cloth cover	**$1.75**
Japan Photo Annual	**1.50**
Deutscher Camera Almanach	**1.00**
Luci Ed Ombre (Italian Annual)	**1.25**
Austrian Annual	**2.00**

REFLECTORS, LARGE SIZE

We offer a limited number of lighting reflectors 5 inches deep and 16 inches in diameter. The inside surface is finished in satin aluminum, the outside cream enamel. They are designed for 200-watt PS 30 lamp to be attached to ordinary socket or No. 75 flash bulb. A high grade reflector at popular price.

Bargain Price ..... $4.50 each

WARD LIGHT

An unusually durable and economical lamp for interior lighting. Features include aluminum finish reflector; permanently mounted socket; ridged tripod stand with rubber tips, 12 feet of rubber-covered wire with non-breakable attach plug. Positively the best Lamp Bargain available. 6 ft. high extended **$3.75**

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price $135.00**

CIRCUIT FILM

Surplus stock—fresh dating—6½ x 3 foot—regular emulsion.

Bargain Price, per roll **$0.65**

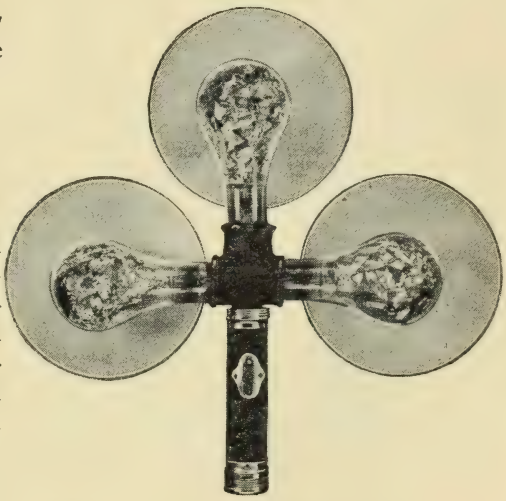
FUMOSIN

Noiseless—Smokeless

Produced from an entirely new base, Fumosin gives off a heavy residue that does not float in the air when discharged. It is highly orthochromatic—and fast enough to set off any speed gun intended to synchronize the flash with the action of the shutter.

Use it as you would an ordinary powder. With Fumosin, you now can have access to hotels, hospitals, museums, banquets and conventions where flashlight exposures have heretofore been a barrier to your entrance.

50 grams	**$1.25**
100 grams	**2.40**



NO. 6 TRIPLE REFLECTORS

Designed to ignite one, two or three flash bulbs. You should have one for emergency use.

Bargain Price, $3.75, with battery.

Bargains for the Photographer

TWO 8x12x42 BLUE STERLING TANKS

These are exhibition tanks and have actually never had solution in them. These tanks are intended for developer or water.

Bargain Price ..... $13.20 each

4x5 HAMMER PRESS PLATES (H & D 1400)

These are really fast plates of which we have an over-stock. They are about a year old but still in excellent condition.

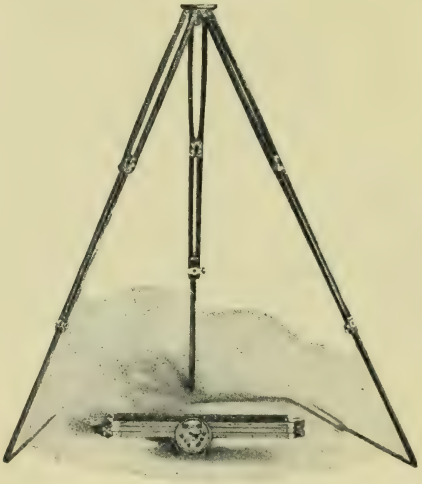
Special price, per dozen ..... **65 cents**

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price ..... 20 cents each

NUMBER 3½ COMBINATION TRIPODS



Length closed ..... 22½ inches
Length opened ..... 55 inches
Weight ..... 4 pounds
Diameter of head ..... 5¼ inches

New Tripods

Bargain Price $5.00

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price $135.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter. A complete outfit for **$260.00**

Oak Table with 22" square top. A real bargain for **$2.50**

Dark Oak Chair with round seat and 9-piece back support. Has swivel action. Another bargain for only **$1.75**

Light Oak Swivel Tilting Back Chair with castors.
A bargain for **$2.75**

STEEL ENAMEL TRAYS

We have a limited supply of second quality trays which we offer at special price. With reasonable care these trays should render a lot of satisfactory service. Remember—the supply is limited.

14x17 ..... **$2.50**
16x20 ..... **3.25**

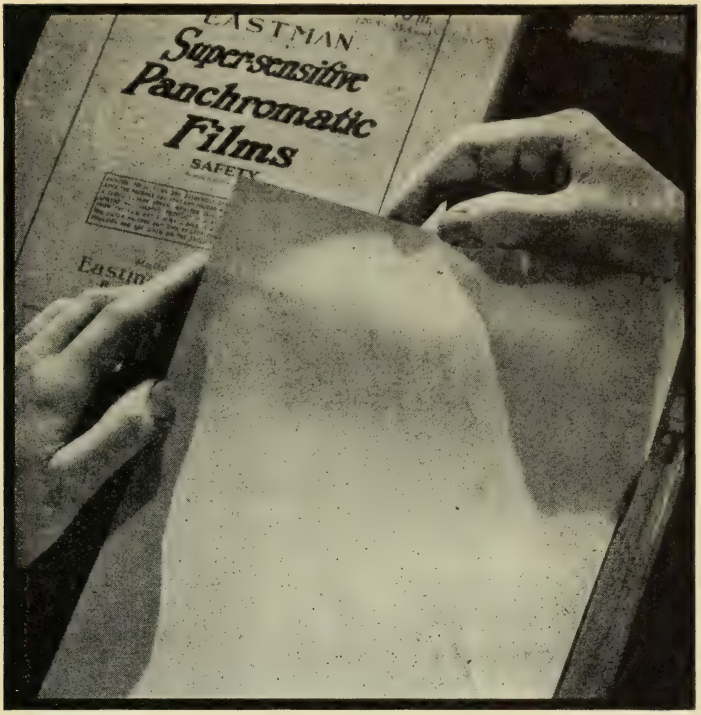
Alvista Panoram Camera. Uses 5x4 film, size of complete negative, 5x12 inches. A very practical metal panoram camera for only **$20.00**

SERIES C COLOR FILTERS

Equal in color value to W & W G Filters

⅞ inch round in cap mount **$1.10**
1⅛ inch round in cap mount **1.10**
$1\frac{7}{16}$ inch round in cap mount **1.25**
4½ inch round in cap mount **4.90**

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

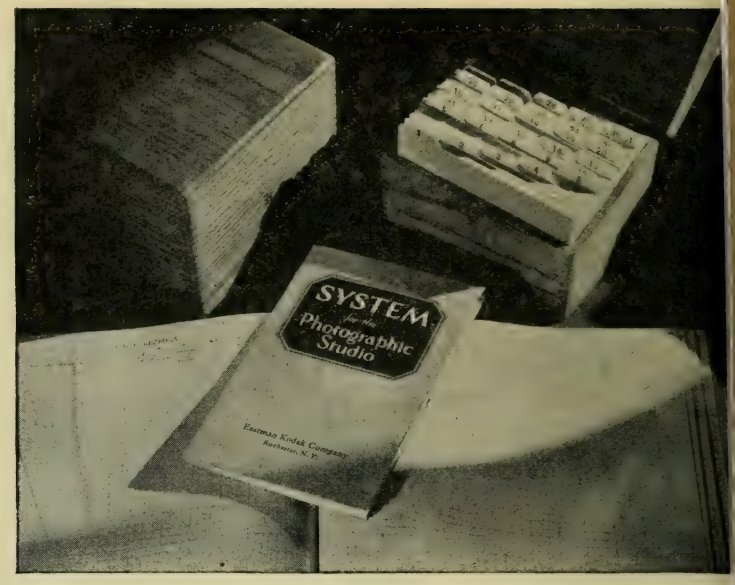


CHOOSE CAREFULLY

THE film that goes in your holders largely determines the quality of your portraits. Modern portraiture demands a film having speed and color sensitivity; speed for characteristic expression, secured with short exposures—color sensitivity for better flesh color rendering, with less need for retouching. Eastman Super-sensitive and Portrait Panchromatic Films have these desirable qualities, as well as long gradation scale. They will help you to improve your portraits. Eastman Kodak Company, Rochester, New York.

EASTMAN

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS



SYSTEM POINTS THE WAY TO PROFITS

SYSTEM, of itself, doesn't increase profits, but by showing costs, it does point the way to more profitable business.

Accounting must be accurate if you are to know every penny that enters into the cost of making photographs. With the facts that system gives, you can know your costs and increase your profits.

The Eastman Studio Register System, with its Card Index Studio Register and Studio Cash Book, offers a method of accounting that is simplicity itself. A book describing the working of the plan is sent free on request. Ask for "System for the Photographic Studio."

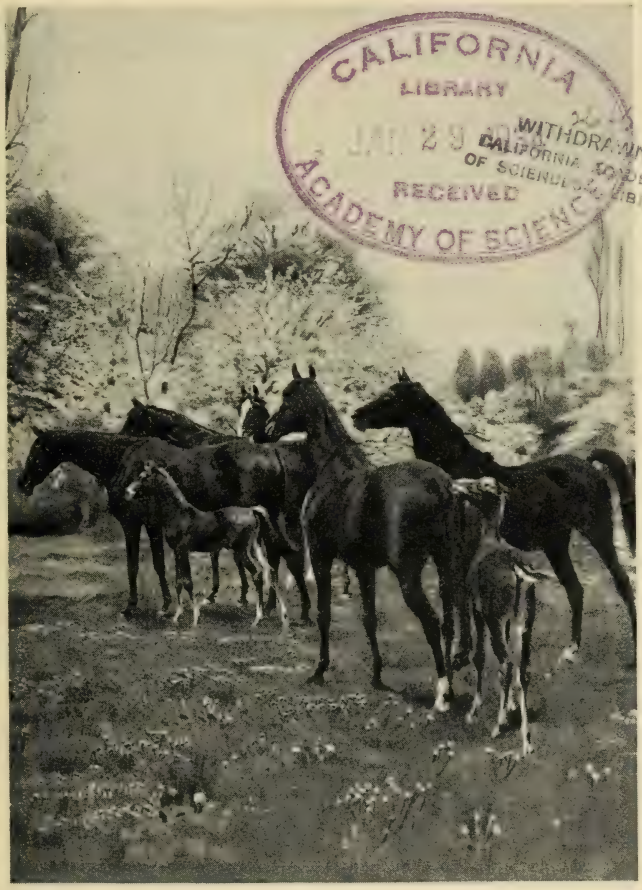
EASTMAN KODAK COMPANY Rochester, N. Y.

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. X JANUARY, 1934 No. 1



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Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

Artura Iris

FOR PORTRAIT PRINTS BY CONTACT

Fifteen selected surfaces in harmony with the best tradition of photographic portraiture and with the quality appeal of this standard medium for fine print making.

B	Cream Semi-Matt, D.W.
C	Cream Matt, D.W.
D	White Platinum Matt, D.W.
DL	Velvet Grain White Luster, D.W.
DM	Velvet Grain White Matt, D.W.
EL	Velvet Grain Buff Luster, D.W.
EM	Velvet Grain Buff Matt, D.W.
ER	Rough Buff Matt, D.W.
LER	Rough Buff Matt, D.W. Light Tint
ES	Smooth Buff Matt, D.W.
F	Veltex, S.W.
I	White Rough Matt, Med. Wgt.
J	White Platinum Luster, D.W.
K	Buff Platinum Luster, D.W.
Y	White Silk, D.W.

All Artura Iris surfaces except B, D and Y are obtainable in identical Defender Veltura stock, for warm tone prints by projection.



DEFENDER PHOTO SUPPLY CO., Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. X JANUARY, 1934 No. 1

1933 – A Date in History

With a little wreath of holly in the corner as the final detail, the picture of 1933 now is complete. We still stand within its frame, our eyes too close to the canvas to get perspective. It is certain no one of us sees it whole, or in true proportion. But we can sense from the bold outlines and the vivid contrast of black shadow and scattered highlights that it is a work that will be long remembered. We can suspect, too, that it will profoundly influence the pattern of the years to follow.

What a year! Within the twelvemonth, the stream of American business shriveled to its all-time low water mark. Indeed, for one agonizing interval, one of its most important tributaries ceased to flow at all. America learned a new and grimly ironical use of the word "holiday."

Then, under energetic leadership and with a war-time spirit of unity in Congress and the nation, revival began. We are still deep in economic depression, God knows, but the worst is behind us. Business has made good progress since the dark days of early spring, and best of all, it faces the New Year with a spirit of hope and of fight.

During the year ahead, there will be many opportunities for us, and for you, to be skeptical and analytical. There will be 52 weeks in which to question the wisdom of policies, criticize the clumsiness of tactics, point out the shortcomings of men, and offer our superior brand of advice. This once, infected a little with the spirit of the season, let us talk of high purpose and common ideals.

This has been a year of daring experiments and bold innovations. It has seemed a patchwork, bewilderingly complex, often contradictory, much of it improvised. But in it are the beginnings of a design.

Two things are in the mind of America. One is that unbridled rapacity must henceforth be held in check; greed can not longer be allowed full play in our economic life. There were few traffic laws when ox carts plied the roads, but the automobile had to be regulated. Likewise untrammeled individualism was tolerable in a simpler day, but given the modern industrial machine and the modern bank-money system to drive, it is intolerable. The wrecks are too many, too costly, too lethal.

The second is that there can be no real prosperity for all of us, so long as any large group among us does not share in it.

These are not new ideas, but it is a new thing to have them generally accepted. They are the basic ideas behind N.R.A., which attempts to make decent rules for competition, and set minimum standard of hours and wages in industry.

(Continued on page 5)



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	•No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¾
No. 4.....	7½ x 9½	•No. 10.....	7½ x 11⅞
•No. 5.....	8¾ x 10½	•No. 11.....	8½ x 11½
•No. 6.....	10¼ x 12⅜	•No. 12.....	13 x 17½
•No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

•Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

Has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The Ingento is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by **Burke & James, Inc.,** *Chicago, Illinois*

Carried in Stock by **Hirsch & Kaye**

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by

Hirsch & Kaye

1933 - A Date in History

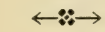
(Continued from page 3)

The agricultural recovery program is trying to improve the economic position of a huge proportion of our population which for years has had the worst end of things. The Securities Act aims at the unscrupulous financial pirate. The banking laws seek to protect the public, and the banks themselves, from the incompetent and the ruthless. And so on through the innovations of 1933.

The specific measures taken may be full of blunders. Some of them may fail completely. Probably none of them will succeed perfectly—few of man's efforts in this world do.

But the significance of 1933 is that it was the year in which we began seriously to try to Do Something About It.

—*The Business Week.*



Grass Mats

Some years ago there was some interest in mats which were used in camera rooms to imitate a grass lawn. A new line of mats has been offered to us, and if there is any interest in this product, we will place them in stock. If you are interested, we will be glad to know of it, and will quote prices subject to delivery when the stock arrives.

Would you want one?

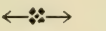
Here is a helpful, modern book for the photographer. It is written from the modern viewpoint and disregards non-essentials and places the emphasis upon simplicity and directness in portraiture. Pages are devoted to the new technique required to handle new color sensitive material, large aperture lenses and artificial light equipment. A book every photographer should have.

Photo Miniature No. 205
Price—40 cents

Empty Store Windows

Various communities are becoming aware that vacant stores, especially in the business section, create an unfavorable impression. In many towns arrangements are made with neighboring merchants to make a display in the vacant store windows, these displays to remain or to be changed while the store is unoccupied.

This may give photographers an idea. There are many vacant windows which you could use for a special display. You will probably find the owner or agent quite willing to discuss the arrangement with you.



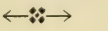
Lantern Slide Plates

NORMAL, MEDIUM OR CONTRAST

A feature of the Gevaert line of lantern slide plates is the choice of three grades of contrast. Normal plates have been available for some time and so have contrast. A more recent addition to this line has been the medium grade of contrast furnished in response to a demand for plates in both the other two grades. We suggest you remember that we have a medium grade of contrast, or better still, order a package, make some slides and appreciate their quality.

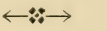
Gevaert Lantern Slide Plates:

	45 cents a dozen
Case lots	40 cents a dozen
Gross lots	$4.22 a gross



The ladder of life is full of splinters, but they always prick the hardest when we're sliding down.

—*William L. Brownell.*



The man who likes to loaf around home in the evening always seems to be married to a woman who likes to be on the go.

HYDROQUINONE



WHITE AS DRIVEN SNOW . . .

The whiteness of the crystals indicates their unusual purity. In addition, a fresh solution made with Mallinckrodt Hydroquinone cannot be distinguished from a glass of distilled water.

When making this test, hold the two solutions against the light. Note the absence of any sediment or suspended matter which insures freedom from spotting and staining.

One of the "Physically and Chemically Perfected" Photographic Chemicals.

Second and Mallinckrodt Streets — Mallinckrodt CHEMICAL WORKS — **St. Louis Missouri**

"Makers of the most extensive line of photo purified chemicals"

New York **Chicago** **Philadelphia** **Toronto** **Montreal**

Terms You Should Know

Spectrum

The arrangement of colors in order of wavelength produced when a beam of light is refracted by a Prism or Diffraction Grating. Of the visible rays, the violets or short wave rays are bent (or refracted) most, and the red or long wave rays are bent least. The order of colors is red, orange, yellow, green, blue, violet.

In the Prismatic Spectrum, or that produced by a prism, the red and yellow bands are relatively wider and the blue and violet bands relatively narrower than in the Diffraction Spectrum which is produced by a Diffraction Grating.

In reality, the spectrum extends in both directions beyond the Visible Spectrum, which has been defined above. The invisible radiations beyond the violet end of the Visible Spectrum are known as Ultra-Violet or Chemical rays. Those beyond the red end are commonly known as Infra-red or Heat rays.

White Light

This is a very ambiguous term and is often used in a loose manner. Natural light, or daylight, is commonly referred to as being white, yet the color of natural light varies over a really wide range, depending on whether the major portion of the light is received from the sky or directly from the sun, on the position of the sun, etc. Nevertheless, natural light is approximately white in the general conception of the term. A more accurate terminology, however, classifies white light as the color of a black body (q. v.) raised to a certain temperature.

Some authorities use 5000 degrees absolute, others 7000 degrees absolute.

Such light represents a combination of luminous flux of many wave lengths from approximately 0.4 to 0.7. If white light is passed through a prism we have a complete spectrum of all the colors.

The light from the incandescent lamp is often referred to as being white, but it is well understood that it is slightly yellowish. On the stage, if white light is spoken of, the ordinary unmodified light from arc or incandescent lamps is meant. This is also true of signal lights and headlights.

Photographic Blue

The term applied to incandescent lamp bulbs of a special blue glass for filtering out light of long wavelengths. The remaining flux has a proportionately higher actinic, or photographic, value than the longer red rays.

Nothing is added to the light by the glass itself to render it more actinic in value, since a subtractive process only is involved. The principal reason for this filtering process is due to the fact that to secure quick photographic action under even ordinary conditions so much non-useful light would be present as to give rise to undue glare. Photographic blue bulb lamps, however, as actually manufactured, operate the filament at a higher temperature than normally so that the actinic light output is materially increased.

ARTONE

Colored Dry Mounting Border Paper

is a new development in the photographic art. Artone Border Papers impart an artistic and distinguished touch to the finished work. By selecting the right color combination remarkably effective results may be obtained and the picture is brought almost into relief.

ARTONE BORDER PAPER is coated with the same adhesive emulsion as the well known CRYSTAL DRY MOUNTING TISSUE. As the name implies, it is used in connection with the mounting of photographs where beautiful and artistic marginal effects are desired. The choice of the colors may depend upon the tone of the print and color of the mount, or the artist may use his own imagination. Whatever the selection, remarkable effects can be achieved.

ARTONE BORDER PAPER is supplied in the following desirable colors: No. 1—Ivory White, No. 2—Bisque, No. 3—Ecru, No. 3½—Beige, No. 4—Fawn, No. 5—Drab, No. 6½—Dove, No. 7—Light Brown, No. 8—Dark Brown, No. 9—Pearl Gray, No. 10—Smoke, No. 11—Slate, No. 12—Black, also Gold and Silver.

It comes packed in cartons of 1 gross sheets and in six standard cut sizes. For studios which require odd sizes or prefer to do their own cutting, we also furnish large sheets.

PRICE LIST

1 gro. cartons	one color	choice of 2 to 4 asstd. colors
5 x 7 ″	$1.55	$1.70
6½ x 8½″	2.35	2.50
8 x 10″	3.10	3.25
10 x 12″	4.75	5.00
11 x 14″	6.20	6.50
14 x 17″	9.25	9.75

Gold and Silver 25% higher than colors.

Order now from HIRSCH & KAYE

The Other Fellow

It is a common, human, homely weakness to regard the fellow to whom you owe money as being better able to wait for it than you are to pay it. And yet, suppose he should come to us and pipe—"Here, Bill, if I owed you this money, you'd have gotten it long ago. But I know you're not heavy with the stuff. So let it ride. Any time will do. Or never, if you're that flat."

What would that get him? The money, darn quick, if we could dig it up. Gratitude? Well, sometimes. But if we followed our natural, human urge —the money, with one hand; and a swift poke in the nose with the other.

Since 1929 things have levelled off so that—they tell us—we're all in the same boat. Debtors and creditors alike. Discarding that old mistaken idea that the fellow you owe is the fellow who has it, would start a lot of money circulating. A grand kind of inflation.

Let's go!

—Defender Bulletin.

←❖→

To Make Photographic Etchings

A simple way to produce a photographic etching is to make a photograph of the required size. On the print, make a drawing with waterproof India ink, showing the outlines of the image. The photograph is then bleached out in a solution of the following:

Water, 10 ounces
Potassium Iodine, 30 grains
Iodine resublimed, 3 grains

Bleach the print until the image is gone, then fix and wash as usual. The drawing is then copied and prints made from the copy negative.

There are other ways to do this, but the advantage of this method is that additional and uniform prints can be made once the negative is available.

A New Paper, and Quite Different

Photographers will be interested in the announcement of Gevaluxe, an entirely new grade of paper manufactured by the Gevaert Company. The paper is the result of years of experiment with various emulsions and paper stocks.

The new paper is sufficiently fast to be used for enlarging, but can also be used for contact prints. Your first impression of the finished print will be that of unusual depth. The results are almost stereoscopic in effect. The pictures will show strength and vigorous contrast, but there will be considerable detail in the heaviest shadows as well as the high lights.

The texture of the paper is different. You can tell it is a different paper by merely placing your finger on it. If you use this paper for the portrait of a man, you can almost imagine him talking to you. He seems to stand right out of the picture. There is much more we could tell you, but the best way to appreciate the new paper is to order a package and make some prints for display in your showcase. Just the thing you have wanted to attract attention. Gevaluxe is available as follows:

Size	*Dozen*	*½-Gross*
5x7	$1.60	$7.70
8x10	3.30	17.30
11x14	6.15	32.40
14x17	9.30	49.50

Order your supply today.

←❖→

The world needs not so much to be informed as to be reminded.

←❖→

Before granting credit to a "going" concern, find out which way it is going.

The Filmachine Junior

Filmachine Junior incorporates the main features of the larger machine, using in many instances identically the same parts and at the same time embodying a number of improvements designed to meet the demands for a machine of necessary capacity which can be installed and afforded in the average or medium sized laboratory.

The framework is of the same general outline, loading space at the front, conveyor chains over the tanks, through the light trap and on to the drying rack. The loading principal is identically the same and also the conveyor mechanism. The drying rack is similar excepting shorter and using three fans instead of seven. All tanks are of special construction. The developer, acid short-stop and hypo are contained in one, three-compartment, moulded rubber tank. The wash tank is made of extra heavy steel, divided into two sections for efficient operation. All tanks, including floor sink and cooling jacket, are considered part of the complete installation.

The maximum capacity of the Filmachine *Junior* is 150 rolls per hour, using a developing speed of ten minutes. The speed of the machine may be changed to suit the strength and temperature of the developer. The speed variation is accomplished by means of the new *speed control*. To change the speed, it is only necessary to loosen a thumb screw and move the indicator. The markers directly above the indicator bear units of time in minutes, making it very simple to regulate the speed of operation of the Filmachine *Junior* at any time in relation to the speed of the developer.

If a fifteen-minute developing time is desired, the capacity of the Filmachine *Junior* is 100 rolls per hour. If fine grain twenty-minute speed developer is used, the capacity is 75 rolls per hour. Timing of the machine to obtain any speed in-between those mentioned is very simple. To do so it is only necessary to set the indicator at any position between the markers. The position of the indicator is changed to faster speed when the developer has been replenished or to slower speed when it becomes further exhausted.

Loading the Filmachine *Junior* is exactly the same as on the original Filmachine. Rolls are opened in the dark room and attached to hanger clips and clip weights are attached to bottoms. The loaded hangers are then placed on the feeding track rails from whence the lifters take them one at a time and carry them up and over and down into the developing tank.

Films in the Filmachine *Junior* are given frequent and ample agitation, thus insuring their uniform development and freedom from bubbles, "clouds" or streaks which are usually caused through improper handling and lack of agitation while in the tanks. The only manual operations in connection with the Filmachine *Junior* are the hanging of the films and accompanying order envelopes, and the removal of the hangers after they have passed through the drying area. All other operations are entirely automatic and done with clock-like precision which makes this equipment particularly IDEAL for developing the coming panchromatic and super sensitive films which require handling in complete darkness. In addition to this the Filmachine *Junior* has a light trapping arrangement which enables installation with the drying area in daylight.

The shipping weight of the Filmachine *Junior* is approximately 2,200 pounds, and when set up for operation requires a floor space of only seven by sixteen feet. Naturally, the Filmachine *Junior,* like the Filmachine itself, is designed as a unit of Straight-Line Production.

The price for the Filmachine *Junior*

with the complete equipment listed above is $1,295 f.o.b. Minneapolis—installation extra. The installation cost has been left out as the FILMACHINE *Junior* is so constructed that it is possible for a local mechanic to make the installation without the services of a man from the factory.

The FILMACHINE *Junior* is moderately priced. Tabulated below is the complete equipment supplied:

Machine with 8-foot drying rack
Floor Sink
Two Section wash tank
Cooling Jacket
One 3-compartment rubber tank
One 3-fan and motor assembly
One thermostatically controlled air warmer
One Clip Bin
One dolly
Sixty No. 5 PAKO Hangers
Two gross PAKO Stainless Clips
Two gross PAKO Clip Weights
Four Pack Hanger Rods
Eight No. 18 Dye Pack Hangers
One No. 18 Loading Stand

FILMACHINE *Junior* will be a dividend paying investment in the average sized photo finishing laboratories of the country the same as the FILMACHINE is in the larger plants. It is moderately priced. It gives automatic and scientifically accurate development, fixation and washing of films, removes the uncertainty of the human element in the handling of sensitive films in the tank room, gives uniformity of development and the high quality so necessary to hold and build up a successful business. If further information is desired, write us fully, giving us all information regarding your own particular problems, and we will gladly answer your questions in detail and supply you with any information you desire. Decide right now to install a FILMACHINE *Junior* in your plant.

Viscose Sponges

Imperishable, acid and gasoline proof artificial silk sponges, LINT-LESS, of enormous absorption, for instant surface drying of films, plates and photographic papers. Exceptionally suited for bromoil work.

To dry any length of roll or Cine-Film, sandwich the film band between two pieces of Viscose sponge and pass down under gentle even pressure.

LARGE VISCOSE SPONGE
Size I.
Dry: 4¾ x 3 x 1¼" Absorption:
Wet: 6¼ x 3½ x 1¾" up to 8 ounces—$1.50

HALF-SIZE VISCOSE SPONGE
SIZE II.
Dry: 2½ x 3 x 1¼" Absorption:
Wet: 3¼ x 3½ x 1¾" up to 4 ounces—$ .75

HIRSCH & KAYE *have them!*

Men with ideas are common enough, but men who can spot a good idea in a mass of worthless ideas are rare.

Frame Catalog

By this time all copies of our new frame catalog No. 7 have been mailed. You should have received your copy, but if for any reason it did not arrive, be sure to tell us. You cannot afford to be without this catalog, for it contains a number of new styles at prices as low as frames have ever been purchased.

In view of the inevitable increase in commodity prices, we do not know how long these low prices can be protected. A stock of frames is always a good investment, and we suggest you protect yourself and place your order now.

6368-70 Santa Monica Boulevard

Los Angeles

The new Pacific Coast
Branch
of

The GEVAERT COMPANY OF AMERICA, INC.

Photographic Dept. under the direction
of

Mr. Geo. M. Goffin

Gevaert
FOR PERFECT PICTURES
Call it "GAY-VERT"

ALL GEVAERT FILMS – PLATES – PAPERS

may be obtained from

HIRSCH & KAYE

Professional Service

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

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Telephone BAyview 4584

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Artist

Producer of
Fine Crayons - Water Colors - Pastels
Oil Paintings - Ivory Miniatures
Air Brush Work

711 - 47TH AVE., SAN FRANCISCO
SKyline 2759

Johnson Retouching Varnish

Photographers will be glad to know that we have received another supply of Johnson Retouching Varnish. This has always been a popular retouching dope applied to the area to be retouched. It is economical in use and most efficient in results.

1-ounce bottle ..... $ .30
2-ounce bottle ..... .50

Order today from HIRSCH & KAYE

MOORE'S OPAQUE

Moore's Universal Opaque may be applied with a brush, ordinary pen or a ruling pen. Dries quickly and is exceedingly flat and thin. It will not crack or chip off and cannot stick to the paper in printing.

1 ounce ..... $ .25
4 " ..... .60
8 " 1.00

E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
WEST 2611

Putz-Pomade

For reducing negatives by friction and for finishing etched negatives.

25 cents a tin
HIRSCH & KAYE
have it!

STUDIO FOR SALE

Southern California location.

Made available because of death of owner.

Box 2164 THE FOCUS

GLASSINE NEGATIVE PRESERVERS

Glassine Negative Preservers
(Transparent)

	Per 100	Per 1000
3¼x 4¼	$ .55	$ 5.25
4 x 5	.70	6.50
4¼x 6½	.75	7.00
5 x 7	.75	7.00
6½x 8½	1.00	10.00
8 x10	1.40	12.00


R. E. Derby


N. G. Siller


Wm. Wolff


H. L. Bush


K. G. Charlesworth

Our Salesmen Tell Us

It is still time to extend our congratulations to **Herbert Rummel** of Lodi and **Miss June Kern** of San Francisco, who were married in Lodi November 21. Mr. Rummel is a graduate of the Winona School, and has been associated with his father in a studio in Lodi.

♣ ♣

Mr. Prater of Richmond was suddenly called to Vancouver, B.C., by the illness of his mother.

♣ ♣

Mr. and Mrs. Holmboe of Roseville spent several days in San Franciso. Mr. Holmboe enjoys quite a reputation as a photographer, and we wonder if it is known that he is also an excellent free-hand painter. We have seen and admired some of his paintings.

♣ ♣

Mr. Louis Ferreri, part owner of the Monaco Studio in San Francisco, died after a severe illness. His funeral was conducted by the Masonic Lodge of which he was a member.

♣ ♣

Mr. and Mrs. C. C. Green of Salinas were in San Francisco on a short visit.

In a recent article we read that the automatic restaurants in New York City served more than a half ton of California prunes daily. We are in favor of bigger and better restaurants.

♣ ♣

Maurice Hodge has taken over the business of Sawyer Commercial Studio of which he has been president and general manager since its organization three years ago. The announcement was made in a practical and appropriate form.

♣ ♣

John Rummel of Lodi was a recent visitor. He was recovering from the effects of a very severe boil on the back of his neck. Fortunately, none of us greeted him with a slap on the shoulder.

♣ ♣

Clyde Sunderland, Oakland commercial photographer, had the unique distinction of being among the last to bid farewell to the six Navy flyers who recently flew from San Francisco to Hawaii. Mr. Sunderland was in a plane which accompanied the Navy flyers for some distance beyond the Golden Gate.


H. Fazakerly




Fred Sass


Harry Reip


J. B. Bogue

Our Salesmen Tell Us

Another visitor the same day was **P. S. Daniels** of Modesto, whose hobby is radio. His public address system which he uses to attract attention to his studio has now become a commercial article and is in demand by local merchants.

♣ ♣

You may have had difficulty in obtaining correct tone value in coloring prints in which there is a blue serge suit to be colored. To obtain a true color, it is suggested that you use an almost semi-opaque color. In place of blending your color with black, use a neutral shade which is slightly more blue. Application of this color with cotton may have the tendency to rub the color down, and it is best applied with your finger.

♣ ♣

W. G. Cutberth is now the owner of the former Hartsook Studio in Stockton. The deal was completed a few days ago, and the studio will be known as the Cutberth Photo Studio.

♣ ♣

Our idea of a mean husband is one who sends candy to his wife when she's on a rapid-reducing diet.

Mr. and Mrs. J. H. Eastman of Susanville were in San Francisco for a brief visit. Shortly after their return home, Mr. Eastman again came to San Francisco to interview prospective employees.

♣ ♣

A. N. Cunningham, a former photographer of Hollister, comes in to see us regularly. Like most old-timers who have retired, he just can't keep away from his former connections.

♣ ♣

The Photographers Code

There is much interest in the Code which will govern the photographic industry, and we know that readers open each issue of "The Focus" with the hope that we will give them detailed information. The latest information indicates that the decision will be announced almost any day. The Code which was published in the November issue of "The Focus" has again been subjected to several changes. You can rest assured that as soon as the information is available, we will be glad to pass it along to you.

A Study in TONE V

THERE are several interesting angles from which this commercial shot might be discussed. We might enlarge upon the possibilities in posing miniature figures, or the production of unusual background effects with simple means, but space permits only a discussion of the primary object of the photograph —*a test of the possibilities in reproducing highly varied tone values or gradations of light and shadow.*

In order to make the tones as varied and as detectable as possible, the columnar background was adopted. In the set-up, the eleven columns showed a variation of tone, ranging from white to deepest shadow—almost black. Furthermore, each column showed three distinctly noticeable gradations of tone.

The correct lighting was determined and left unchanged throughout the demonstration. Numerous shots were taken with all factors the same. Only the chemical factors of development were changed. Various chemicals and formulas were tried. Some formulas produced flat prints that showed little or no gradation of tone in any of the columns, and only five or six of the columns were distinguishable, while the rest were lost in the shadow to the left.

One set of formulas, however, the one given herein, produced prints in which all eleven of the columns were plainly distinguishable. Even the eleventh, almost dead black, showed its three tones. While the reproduction herein is excellent, it cannot be expected of course that a halftone reproduction could perfectly duplicate the original.

The demonstration was conducted in a nationally-known studio. There were neither tricks nor stunts performed to secure the photographic effects.

The demonstration proved one point more practically than has ever been proved before—that Mallinckrodt Pictol was the determining factor in securing the finest gradations of tone.

Formulas - -

Tray Developer Pyro Solution—

A. *Mallinckrodt* Pyro Crystals	1 oz.
Mallinckrodt Sodium Meta Bisulphite	75 gr.
Water	16 oz.
B. *Mallinckrodt* Sodium Sulphite	2 oz.
Water	16 oz.
C. *Mallinckrodt* Sodium Carbonate Monohydrated	1 oz.
Water	16 oz.

Working Solution—1 oz. each (A, B & C) to 10 ozs. water, for summer use. For winter use, mix 1 to 8.

Print—

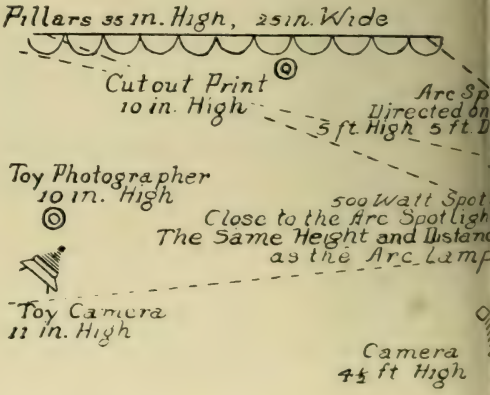
Mallinckrodt Pictol	45 gr.
Mallinckrodt Sodium Sulphite	1¾ oz.
Mallinckrodt Hydroquinone	180 gr.
Mallinckrodt Sodium Carbonate Monohydrated	1 oz.
Mallinckrodt Potassium Bromide	65 gr.
Water	½ gal.

To make working solution, use one part of the stock solution and one part of water at 75° F.

The Camera contained a 12-inch Goerz Dagor Lens, set at F.32.

The Plate, a popular Hispeed; Time Exposure 45 Seconds.

Lighting - -



UES - -



Photo by DeWoskin Studios

Additional lighting problems will be illustrated in future issues of THE FOCUS. *Save each copy.*

Now . . . YOU CAN BURN A LIGHT ALL NIGHT AT LITTLE OR NO COST FOR ELECTRICITY

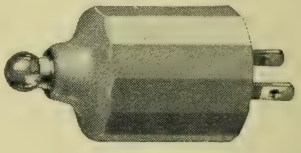
Safety—Prevents stumbling about in the dark. Eliminates fear of night prowlers—"A light in the house is greater protection than a lock on the door."

Right Light—Neither too bright nor too dim. Encourages sleep. Can be used in room with blinds up.

Economy—Uses less than one watt per hour—burns 100 hours for one cent at the most.

Long Life—3.8 Volts Mazda flashlight bulb operating on 1.9 volts. This 50% voltage gives bulb long life. While bulb is not guaranteed, tests show it lasts 3 to 6 months, burning every night. Bulbs cost about 10c.

By the time this issue is printed, we hope to be able to furnish a suitable bulb, of real photographic red glass so that you may use the Safety Night Lite as an emergency darkroom lamp.



Safety Night Lite with clear bulb—

$1.00

(Ruby bulb extra.)



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by

HIRSCH & KAYE

NRA and Progress

Gradually, some of the early misapprehensions of the philosophy of the National Industrial Recovery Act are clearing up. Among the more grotesque was the widely current notion that the Act was destined to dry up the market for new industrial equipment. Industrialists now are beginning to understand that the codes really provide a powerful stimulus toward modernization.

Part of the early distortion of the truth undoubtedly was due to wish-thinking. There were manufacturers who expected the industry codes to provide generous umbrellas under which every unit of production should be guaranteed survival, regardless of efficiency. They should have known better. They should have foreseen that the alert and progressive leaders in their fields would not subscribe to a system of subsidy to the inefficient, even if the government were shortsighted enough to permit any such fossilization of industry.

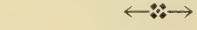
Dr. O. M. W. Sprague clearly expounds the economic fundamentals of the situation. The true way toward recovery is to "find a continuing and profitable demand for a very much enlarged industrial output.

"The only way to develop a large additional demand for any product", he continues, "is to reduce its relative price. It is the proper function of the business man, if he is worth his salt, to sense the possibilities of an expanding demand for his product and to endeavor to place that product on the market at a price which will induce an enlarged demand."

Which is to say, more brutally, that since *price*-cutting is barred, *cost*-cutting is the best weapon left with which to fight the battle for survival. The high-cost plant is doomed, under the codes. Its only hope is to modernize. Codes do not wipe out competition; *they intensify it.* Establishments which have lived all these years by dark and devious practices suddenly must meet efficiency on its own battleground.

The progressive photographer can install new equipment with greater assurance when his code protects him. In the past, he hesitated to make heavy investment in better machines when his competitor could wipe out the cost advantage by posting overnight notice of a wage cut.

Economists are concerned, and properly so, over the plight of the capital goods industries. We shall not have true recovery until these industries reabsorb millions of men. There is much yet to be done toward stimulating them. But it is encouraging to recognize that NIRA, far from being an impediment in the path, is paving their road toward improvement.



Society has played out its last stroke. It is checkmated. Young men have no hope. Adults stand idle in the streets. None call us to labor. The present generation is bankrupt of principle and hope, as of prosperity.

—*Ralph Waldo Emerson, 1837.*

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset

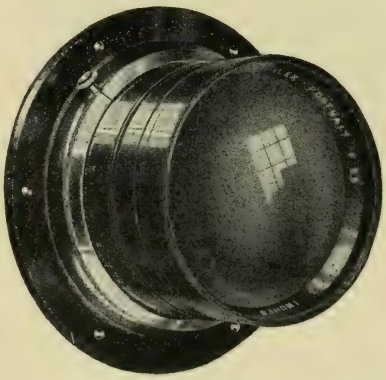


HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY ROCHESTER, NEW YORK

Standardize Finishing Quality with the Eastman Developer Testing Outfit

Every photo finisher is interested in keeping the product of his plant up to the highest standards of quality. This is exactly what he can do with certainty if he will consistently make use of the Eastman Developer Testing Outfit. He can then be sure that he is getting the best negatives his developer will produce.

By following simple instructions he learns the correct time of development as well as the relative degree of exhaustion of the developer. If the temperature of the developer fluctuates from day to day, the correct time of development for various temperatures may be determined.

The entire purpose of the plan is to enable you to know, before customers' films are placed in the developer, that the best possible negatives will be produced. Such results can be obtained uniformly, from day to day, and week to week. This cannot be done, however, by merely putting through one roll of film as a test. You may be able to tell, in a general way, how the developer is working, but there is no means of comparison that will show how much the result falls short of a standard.

The Developer Testing Outfit, with complete instructions for making tests, consists of a master positive and a standard negative which has been made from the master positive and given correct development. Packages of Verichrome Film (24 sheets, 2¾x4½ in.) have also been prepared especially for use with this outfit.

Here is how it is used.

A method is suggested for giving a standard exposure with a piece of negative film in contact with the master positive. When this film has been given the standard exposure and is developed in a relatively fresh developer, for the proper time, at 65°F., it should produce a negative identical in quality with the standard negative supplied with the outfit. This will prove that the standard exposure is correct. All films for tests are then given this exposure.

A test film is exposed and developed each morning before the day's work starts. It is compared with the standard negative, both for highlight density and shadow detail. If the highlight density, which largely determines the contrast of the negative, is weak, this indicates the need for longer development at normal temperature, or replenishing of the developer, or both. If the contrast is satisfactory, equalling that of the standard, but exhibiting a considerable loss of shadow detail, this indicates that the developer has accumulated an excess of restraining products and that a fresh developer should be prepared.

These tests are very simple and they give a positive check on quality. By adopting this method of testing, better results will be secured and a greater volume of printable negatives produced. Order one of these outfits today.

Eastman Developer Testing Outfit, with instructions, net $2.00

Verichrome Film, 2 dozen package 2¾x4½, net $1.00

Order your set today



A COMPLETE SET OF LENSES ALL IN ONE

Wollensak Velostigmat Series II f 4.5

Here's an all-around high speed lens that has won favor among three separate groups—portrait artists, commercial men and press photographers.

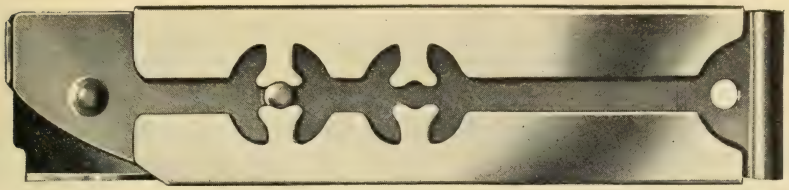
Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action snaps. And so versatile that it is regularly used for copying and enlarging.

Fitted with the proper size Wollensak Velostigmat Series II *f*4.5 lens your one camera becomes practically five separate instruments. And not expensive.

Wollensak Optical Co.

ROCHESTER, NEW YORK

Saf-T-Rip Cutter



Here is a useful razor blade cutter, which can be carried in your pocket with perfect safety, but on a moment's notice can be converted into a most effective trimmer.

The illustration shows the cutter extended for use, but if you wish to carry the cutter in your pocket, the inner section holding the blade slides back into the cover. To replace the blade, merely slide the inner section completely out and make the change.

The Saf-T-Rip Cutter can be used to cut the heavy cord around your incoming packages, to cut boxes, as well as to cut backing cloth, heavy cardboard and other material. Everyone who frames pictures or photographic mounts needs one, not to mention the many office, household or studio uses where the Saf-T-Rip Cutter will serve.

Order one today and carry it with you as you would a fountain pen. The illustration shows the exact size.

Saf-T-Rip Cutter..... 50 cents

Tiffany Print-in Backgrounds

The demand for practical print-in backgrounds has prompted us to arrange with a foremost artist to produce the designs used in this series. The designs are original and of sufficient variety to permit the choice of style best suited to the subject.

These print-in backgrounds are very simple to use. It is suggested you use a black or red-black felt background and use 5x7 backgrounds for 4x6 prints and 8x10 for 5x7. The original negative is placed above the print-in background before you print or enlarge. Furnished in several attractive designs. Write for sample prints. 5x7 $1.10 each, 8x10 $1.65 each.

Can't Make a Mistake

With the new style Century film holder, you cannot place the slide in position after an exposure is made, and fail to indicate that the slide covers an exposed film. When you place the loaded holder in the camera and draw the slide to make the exposure, there is just one way in which the slide can be returned. That one way is with dark side out to indicate that the film has been exposed. Often you have failed to turn the slide when you put it in place and the results have been unpleasant. Century film holders are available in two sizes as follows:

5x7 ..... $2.90 each
8x10 ..... 3.65 each

It is likely that right now you have holders which because of Supersensitive emulsions should be replaced.

Enlargers for Miniature Camera Negatives

RAJAH ENLARGER

For negatives 3½x3½ and smaller. Enlarges to 5½ diameters on easel, and larger without easel. Has F:4.5 lens.

Price $57.50

Extra negative holder for uncut roll film.

Price $9.10

RAJAH IV

For negatives 5 inches square or smaller. Can be used in vertical or horizontal position. Has F:4.5 lens.

Price $102.85

FOTH DERBY

For negatives 1x1½ inches, and small portions of larger negatives. Has F:3.5 lens.

Price $26.00

MIRAX

An attachment that converts any camera up to and including 4x5 inches into a good enlarger.

Price $15.50

GRANAKO

Converts 2¼x2¼ Rolleiflex and plate cameras up to 9x12 into a practical enlarger.

Price $16.50

ELWOOD MINIATURE

For all negatives up to 2¼x3¼. Can be used with any lens from 2 to 4 inch focus.

Price $25.00

KODAK AUTO FOCUS

New Model B, with faster light. Automatic focus.

Price $40.00

VERTEX

For Leica, Contax and similar miniature negatives. Enlarging capacity nine times. Baseboard large enough for 8x10 paper. Complete with two film holders but not including 100 watt lamp.

Price $23.50

Descriptive leaflets of enlargers sent on request.

Mounts

New Price Schedule

The Photographic Mount Manufacturers Code is now effective, and the several manufacturers have announced their new schedule of prices. The former prices on general lines are increased approximately 10%. A very modest increase when you consider the increased cost of labor and paper stock.

Photographers will be interested in a new schedule of discounts at which their mountings can be purchased. We publish the schedule which was announced as effective January 15 of this year:

Without Name Embossing

Less than 250	List—net
250 assorted	List—less 5%
500 assorted	List—less 10%
1000 assorted	List—less 15%

With Name Embossing

Assorted Styles

100 in box lots	List net with free name embossing.
500 in box lots	List less 5% with free name embossing.
1000 or more in box lots	List less 10% with free name embossing.

Less than box lots will be charged at list, net, plus an embossing charge of 25 cents for each item. (Minimum charge 50 cents.)

Quantities of One Size and Style

250	List less 5% with free name embossing.
500	List less 10% with free name embossing
1000 or more	List less 15% with free name embossing

SCHOOL DIE EMBOSSING when ordered will be charged extra at 50 cents per 100.

"The Art of Coloring Photographs"

By AVENIR LE HEART

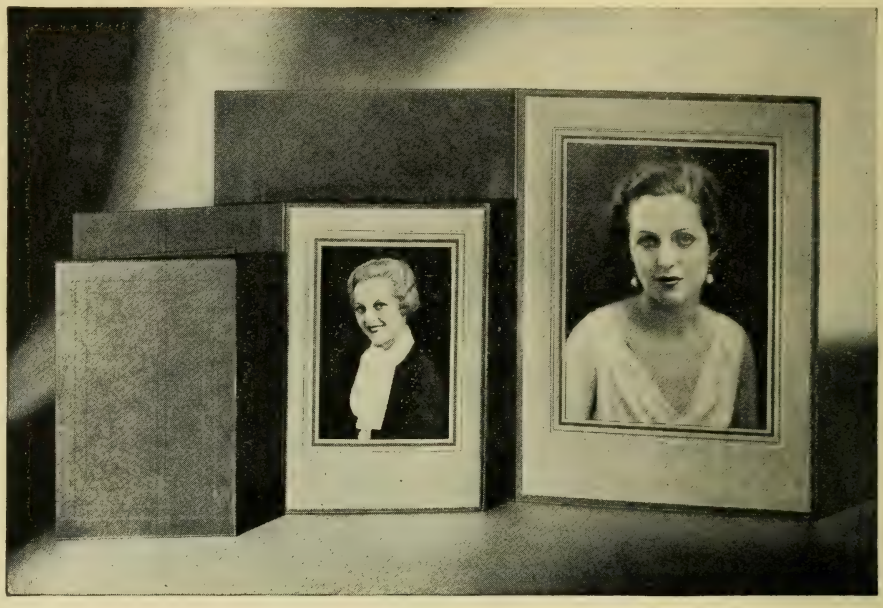
A Colorist of International Reputation

The only complete book of instructions available on coloring photographs, color harmony, and color composition. It enables the novice as well as the experienced colorist to master all the details of the work. All dealers.

Price 75c Post Paid

WHEN BIDDING FOR SCHOOL WORK

Feature the T. L. Attractive yet Inexpensive Series of Easel and Folder Styles . . . 4x6 size and smaller



The BERKELEY

(THIS IS ONE OF THEM)

Do not overlook the important function of the mounters—they are definitely related to your sales percentage. The more attractive and appropriate the mounter, the greater the volume of sales.

Alert studios are at this time, especially, featuring the attractive yet inexpensive T. L. styles such as the BERKELEY illustrated above. This style is only one of them. Dark grey Veinstone stock—it won't easily soil—just what many customers prefer. Available in all standard sizes 3x4 to 8x10.

When bidding for school work, make use of this interesting Sample Offer . . .

You will receive mounters that have correct designs—effective shades and harmonizing stocks—all contributing to give your portraits that distinctive quality look.
For 30 cents we will send you, postpaid, samples of six easels and three folders, including the BERKELEY. From these you can select two or three just right for your medium priced portraits—especially those for children and students.

SAMPLE OFFER SS-2

Remember—you can order *when you need*—
in quantity *as you need*—from your stockhouse.

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

When I showed up in the shipping room the morning after New Year's, Len Cordini the shipping clerk says to me—I didn't know you wore glasses, and I said I dont—I got that mark on my nose from drinking out of a fruit jar.

♣ ♣

I watched a man mix something to drink at a party. I dont understand it. First he put in the booze to make it strong. Then the water to make it weak. Then the sugar to make it sweet and a lemon to make it sour. Then he looked at me and said here's to you—and drank it himself.

♣ ♣

Another man who was watching him said youll ruin your stomach drinking that stuff, and the mixer said, Thats all right, it wont show with my coat buttoned.

♣ ♣

There was a young woman of Ryde,
Who ate some green apples and died;
The apples fermented
Inside the lamented
And made cider inside her inside.

♣ ♣

Ive been trying to figure out how many apples did Adam and Eve eat—

Some say Eve 8 and Adam 2, which makes 10.

But I think Eve 8 and Adam 8, which makes 16.

But if Eve 8 and Adam 82, that would be 90.

In the old times, people were bigger, so now I figure that Eve 81 and Adam 82 which makes 163.

But suppose Eve 81 and Adam 812, that would be 893.

And suppose Eve 814 Adam and Adam 8124 Eve, that makes 8938.

And if Eve 814 Adam and Adam 81242 oblige Eve, that would be 82,056.

It proves that the story of the apple can make a lot of applesauce.

♣ ♣

I eat my peas with honey
Ive done it all my life.
It makes the peas taste funny
But keeps them on my knife.

♣ ♣

"You look sweet enough to eat!"
I whispered, soft and low;
"I do," she said, quite hungrily—
"Where do you want to go?"

♣ ♣

Be careful what you say and do when you eat.

The potatoes have eyes, the corn has ears and the beanstalk.

—Jerry.

Advertising Material

LEDGE CARDS

No. 4 Color Cards, 7x13—*"24 Hour Service"* ..... **10** cents each
No. 6D Color Cards, 7x 9—*"Cameras and Films"* ..... **15** cents each
No. 5D 4-color Cards, 4x10—*"Films"* ..... **15** cents each
No. 4D 4-color Cards, 4x10—*"Cameras"* ..... **15** cents each
No. 3D 4-color Cards, 7x 9—*"24 Hour Service"* ..... **10** cents each
No. 7D 3-color Cards, 5x17—*"Films"* ..... **25** cents each

WINDOW SHOW CARDS

Black Card, 22x28—*"Keep a camera record of summer's good times. All happy memories."* ..... **$1.15** each

Black Cards, 22x28—*"Snapshots of the Kiddies. Priceless treasures in years to come. Photo finishing of the better kind."* ..... **$1.15** each

MUSLIN BANNERS

No. 1B 3-color muslin banners, 12″x6½′—*"Films." "Developing and Printing." "24 Hour Service."* May be cut in half and each part used separately ..... **50** cents each

3-color muslin banners, 12″x6′—*"Good photo finishing. That's our specialty. A trial will convince you."* ..... **65** cents each

SIDE PIECES

No. 3B 4-color Cards, 22x28—*"Snap Another Picture"* ..... **$1.25** each
No. 4B 4-color Cards, 22x28—*"Quick as a Wink"* ..... **$1.25** each

5x7 CUT FILM HOLDERS

A rather limited number of 5x7 cut film holders are available. They will fit any camera in which you would use Eastman holders, and while they last, we offer them at bargain price of **$1.90** ea.

CLOVER LEAF THUMB TACKS

Supplied in cartons, each containing 12 boxes assorted sizes, in green and gold. Intended for picture display, we offer a real bargain at **45 cents** a carton of 12 boxes.

PHOTO MIRROR MACHINE

Includes press and cut-outs.
Here's a bargain **$17.50**

Bargains for the Photographer

PHOTOGRAPHIC ANNUALS

Just a few copies of last year's books are left in stock. We offer them at drastic reductions in order to clear our stock for the new editions. Remember—only a few copies left.

Photograms, cloth cover	**$1.75**
Japan Photo Annual	**1.50**
Deutscher Camera Almanach	**1.00**
Luci Ed Ombre (Italian Annual)	**1.25**
Austrian Annual	**2.00**

REFLECTORS, LARGE SIZE

We offer a limited number of lighting reflectors 5 inches deep and 16 inches in diameter. The inside surface is finished in satin aluminum, the outside cream enamel. They are designed for 200-watt PS 30 lamp to be attached to ordinary socket or No. 75 flash bulb. A high grade reflector at popular price.

Bargain Price ..... **$4.50 each**

WARD LIGHT

An unusually durable and economical lamp for interior lighting. Features include aluminum finish reflector; permanently mounted socket; ridged tripod stand with rubber tips, 12 feet of rubber-covered wire with non-breakable attach plug. Positively the best Lamp Bargain available. 6 ft. high extended **$3.75**

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price** **$135.00**

CIRCUIT FILM

Surplus stock—fresh dating—6½ x 3 foot—regular emulsion.

Bargain Price, per roll **$0.65**

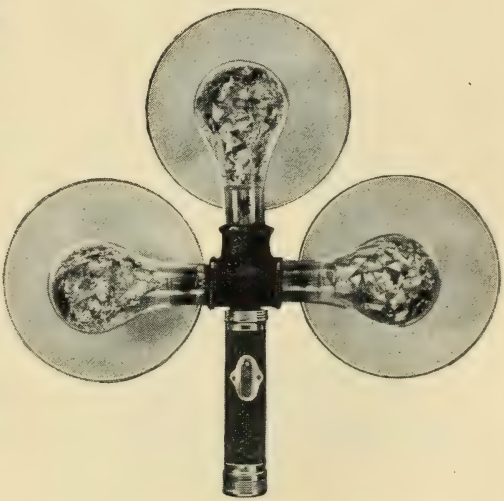
FUMOSIN

Noiseless—Smokeless

Produced from an entirely new base, Fumosin gives off a heavy residue that does not float in the air when discharged. It is highly orthochromatic—and fast enough to set off any speed gun intended to synchronize the flash with the action of the shutter.

Use it as you would an ordinary powder. With Fumosin, you now can have access to hotels, hospitals, museums, banquets and conventions where flashlight exposures have heretofore been a barrier to your entrance.

50 grams	**$1.25**
100 grams	**2.40**



NO. 6 TRIPLE REFLECTORS

Designed to ignite one, two or three flash bulbs. You should have one for emergency use.

Bargain Price, $3.75, with battery.

Bargains for the Photographer

TWO 8x12x42 BLUE STERLING TANKS

These are exhibition tanks and have actually never had solution in them. These tanks are intended for developer or water.

Bargain Price ..... $13.20 each

4x5 HAMMER PRESS PLATES (H & D 1400)

These are really fast plates of which we have an over-stock. They are about a year old but still in excellent condition.

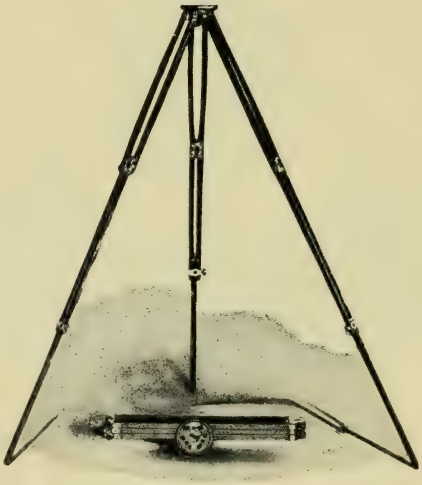
Special price, per dozen.... **65 cents**

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price..... 20 cents each

NUMBER 3½ COMBINATION TRIPODS



Length closed	22½ inches
Length opened	55 inches
Weight	4 pounds
Diameter of head	5¼ inches

New Tripods

Bargain Price $5.00

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price $135.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter. A complete outfit for **$260.00**

Oak Table with 22" square top. A real bargain for **$2.50**

Dark Oak Chair with round seat and 9-piece back support. Has swivel action. Another bargain for only **$1.75**

Light Oak Swivel Tilting Back Chair with castors.
A bargain for **$2.75**

STEEL ENAMEL TRAYS

We have a limited supply of second quality trays which we offer at special price. With reasonable care these trays should render a lot of satisfactory service. Remember—the supply is limited.

14x17	$2.50
16x20	3.25

Alvista Panoram Camera. Uses 5x4 film, size of complete negative, 5x12 inches. A very practical metal panoram camera for only..... **$20.00**

SERIES C COLOR FILTERS

Equal in color value to W & W G Filters

⅞ inch round in cap mount	$1.10
1⅛ inch round in cap mount	1.10
$1\frac{7}{16}$ inch round in cap mount	1.25
4½ inch round in cap mount	4.90

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**



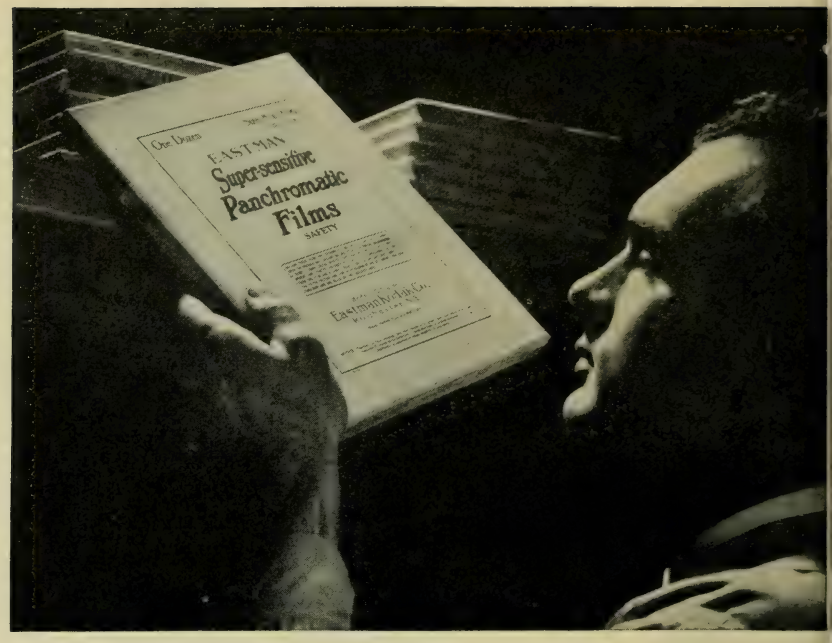
BASE YOUR CHOICE ON QUALITY

A GOOD workman instinctively turns to Vitava for the finest possible photographic print. He knows that the most delicate gradations of his negative will be correctly reproduced—that negative quality will actually be enhanced by the brilliance of Vitava's rich, warm tones.

Enlargements on Vitava Opal actually improve upon contact print quality. Show Vitava samples in a range of sizes and increase your sales. Eastman Kodak Company, Rochester, New York.

VITAVA PAPERS

FOR CONTACT PRINTS OR ENLARGEMENTS



IN THE HANDS OF GOOD WORKMEN

THE photographer offers such a personal service that the stronger appeal of finer portraiture will always create a demand. The quality of portrait results depends largely upon the quality of sensitive materials. Speed, gradation, and color sensitivity are prime essentials, and all are found in Eastman Super-sensitive and Portrait Panchromatic Films. These fine materials in the hands of good workmen are revolutionizing photography—will give your portraits a new sales appeal. Eastman Kodak Company, Rochester, N. Y.

EASTMAN

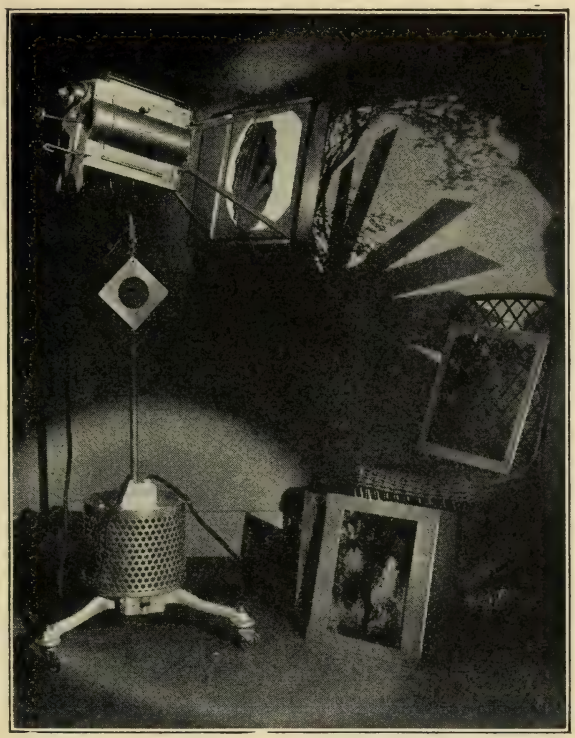
SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. X FEBRUARY, 1934 No. 2



Beattie's Marguerite Hi-Lite and Shadoleaf Slides

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ACADEMY OF SCIENCES

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

Velour Black

FOR PRINTS BY PROJECTION

SPEED - QUALITY - SIMPLICITY

SURFACES

*A	*White Semi-Matt, S.W.*
*B	*White Semi-Matt, D.W.*
*C	*White Matt, D.W.*
D	*White Platinum Matt, D.W.*
DD	*White Rough Matt, D.W.*
* DL	*Velvet Grain White Luster, D.W.*
*EL	*Velvet Grain Buff Luster, D.W.*
EP	*Buff Platinum Matt, D.W.*
LER	*Rough Buff Matt, D.W., Light Tint*
ES	*Smooth Buff Matt, D.W.*
F	*Veltex, S.W.*
I	*White Rough Matt, Med. Wgt.*
J	*White Platinum Luster, D.W.*
K	*Buff Platinum Luster, D.W.*
LKK	*Rough Buff Luster, D.W., Light Tint*
N	*Matt. S.W.*
*S	*Glossy, S.W.*
*T	*Glossy, D.W.*
Y	*White Silk, D.W.*
Z	*Canvas fabric*
IVORA	*Sensitized Film Base for Miniatures, etc.*

Surfaces marked with asterisks are also obtainable in Velour Black Soft and Velour Black Contrast

DEFENDER PHOTO SUPPLY CO., Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. X FEBRUARY, 1934 No. 2



INTRODUCING—

WILL G. CUTBERTH

Will G. Cutberth is a native of Petaluma. His father was a jeweler and crossed the plains from Indiana by way of ox cart in 1860.

Young Cutberth attended school at Sacramento until he was 14. Then he sold newspapers, worked as cash boy for the then large salary of $2.50 a week. His next employment was in Los Angeles, after which he went to various eastern states to study music. It was his ambition to be a singer.

His first contact with photography was as canvasser, covering all communities between Sacramento and Portland. This gave him a good insight into what people want in photographs, and he opened his own studio in San Diego in 1894. Between the period of 1894 to 1900, he again took to the road, and his travels within recent years have included the principal Pacific Coast cities and Honolulu.

He tells us his greatest pleasure is the smile of a satisfied customer. He has no desire to enter any other field, and he feels that he has made many friends within the territory covered by his travels. He makes the statement after an experience of 40 years behind his own camera.

At the California State Fair in 1912, he received gold medals and first prize for his pictures, and in 1915 rewards of merit at Portland. There is another side to his life, for he does enjoy trout fishing in the High Sierras. He tries to spend approximately one month in the pursuit of his hobby every year. He believes there should be a State Board to examine prospective photographers, so as to raise the standard in which portrait photographers should be placed. Rather recently he acquired the former well known Hartsook Studio in Stockton, and is located at 637 East Main St.

←❖→

Gimme!

Give me a good digestion, Lord,
And also something to digest;
Give me a healthy body, Lord,
With sense to keep it at its best.
Give me a healthy mind, O Lord,
To keep the good and pure in sight,
Which seeing sin is not appalled
But finds a way to set it right.
Give me a mind that is not bored,
That does not whimper, whine, or sigh;
Don't let me worry overmuch
About the fussy thing called "I".
Give me a sense of humor, Lord,
Give me the grace to see a joke,
To get some pleasure out of life
And pass it on to other folk.

—Wilson Bulletin.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard,
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

A Description of Gevaluxe

Gevaluxe is an entirely new departure in photographic paper. Because there is nothing even remotely similar with which it may be compared, it is very difficult to describe Gevaluxe adequately. Only inspection of an actual print will permit the photographer fully to appreciate the remarkable beauty of this paper, and the extraordinary stereoscopic effect of a picture made upon it.

The paper is manufactured by an extremely complicated process, worked out after many years of experiment in the famous Gavaert Research Laboratories. Its unique quality is evidenced by the fact that Gevaluxe is a *patented* paper—no other positive material can be even remotely like it.

However, in spite of its entirely novel characteristics, Gevaluxe is not particularly difficult to handle, any standard M Q developer giving satisfactory results. It is essentially a chloro-bromide emulsion, its sensitivity being somewhat greater than that of Artex Projection but less than that of Novabrom. By proper control of light intensity, excellent prints can be made either by contact or by projection. Full directions for the use of Gevaluxe are, of course, enclosed with every package.

The tremendous enthusiasm generated by the appearance of Gevaluxe abroad, and later by its first introduction in the East, has made it very difficult to provide full stocks; furthermore, owing to the great delicacy of the manufacturing process, Gevaluxe cannot be made according to usual mass production methods. However, the demand is now being overtaken to some extent by production, and the paper will soon be on hand regularly in all standard sizes. 8x10 and 11x14 are now readily obtainable.

Comparative sample prints made from the same negative, one on a good, ordinary portrait paper and the other on Gevaluxe, can be seen at Hirsch & Kaye. A glance at these prints will tell better than any words the story of the magically beautiful effect achieved by this revolutionary paper. See Gevaluxe at once.

Photographers Basque

Nowhere have we found a more convivial and optimistic lot of photographers than those who form the Association of the Sacramento and San Joaquin Valleys.

Their monthly meeting of February 10 was held at the Logan Studio, Stockton. The Schneiders were again incomparable hosts.

Designated as Eastman Kodak Stores night, the speaker of the evening was Mr. M. E. Elwess, manager of the San Francisco store. In an enlightening talk of the business trend of 1934, he drew a concise and stimulating picture of the present as related to the past.

Previous to the business session a sumptuous basque banquet was served at an adjacent eating place.

Representatives from Hirsch & Kaye were Mr. George A. Dolan and salesmen Wolff, Bush and Siller.

←❖→

Frank Moore tells us that he will move to China and open a studio in Shanghai about the first of March. He was formerly in Honolulu.

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$2.50 per year

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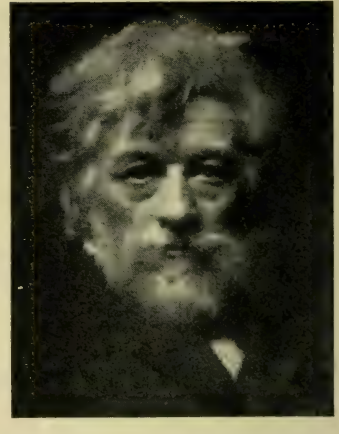
Stabilo Tripod

This is an exceedingly rigid tripod of the metal folding type. The upper portion is attractively finished in black enamel, while the interior sections are heavily nickel-plated. The legs are of unusual design in that they are made of sliced tubes of oval design and will not crack or break. We know of no other tripod of equal weight which has the strength of this tripod. Each tripod has American as well as European camera threads.

Length when closed	15 inches
Length when extended	49 inches
Weight	20 ounces
Price	$2.10

A special attractive price is quoted when tripods are purchased for resale.

For Finer Projection Prints



CHARCOAL BLACK

A river cannot rise above its source; a print cannot be more beautiful than the paper it is made on.

CHARCOAL BLACK brings to landscapes and portraits alike the inimitable charm of the most beautiful papers the world's mills can produce.

Every sheet guaranteed perfect.
Test strips in every package.

HIRSCH & KAYE
have it!

"Abel's Weekly"
now "The Professional Photographer"

With the first issue in February, that popular publication formerly known as "Abel's" will now be called "The Professional Photographer." The new form will contain a number of changes, such as the omission of advertising on the front cover, and new type throughout. It may be well to mention that "The Professional Photographer" continues as the official publication of the Photographers Association of America. Mr. Abel's position in the Association as Secretary enables him to bring to photographers the very latest news and information, especially with reference to NRA regulation and similar matters.

Are you a subscriber? Hirsch & Kaye will be glad to receive your subscription at price of $2.50 a year. "The Professional Photographer" will be published twice a month.

←❖→

Photographic Tents

Photographers who plan to travel are invited to write to us for prices and information about photographic tents. These tents are well made, and can be furnished with or without a skylight, as well as with or without a darkroom compartment. They are available in various sizes, made of light or dark material of durable quality.

←❖→

Hot beeswax, applied with a small brush in plate holder grooves, with a later rubbing, will make the slide pull easily. And there are other friction parts of the camera where the wax treatment will benefit.

←❖→

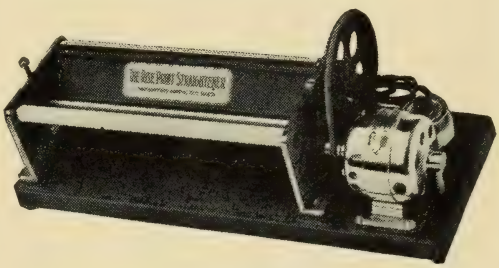
Hypo bath splashes on the dark room floor dry into dust. Hypo dust circulates and settles. Wherever it touches sensitized material there is trouble.

Defender Monokrom Still Available

The current issue of the Defender booklet does not list Monokrom paper, but the factory still has a supply, and will continue to fill orders as long as this supply is available. Monokrom is available in the four popular colors: rose, green, blue and olive. It can be obtained in the well known Velour Black emulsion for projection, or in Iris for contact printing. The paper is available at the regular Velour Black and Iris prices, and if you contemplate the production of pictures which require colored stock, we suggest you place your order as soon as possible.

←❖→

RISE PRINT STRAIGHTENER



After passing through this Straightener, prints will lie flat and they may be handled and sorted in half the time previously required.

Double weight prints may be made quite flexible and they are not liable to curl—a great convenience in mounting portrait prints in folders.

Model 4A—A. C. or D. C. motor drive, for prints up to 12 inches $45.00

Model 5A—A. C. or D. C. motor drive, for prints up to 18 inches 65.00

Model 6A—Hand driven, for prints up to 12 inches 24.00

Can be purchased on terms from
HIRSCH & KAYE

X-Ray Gummed Labels

Here is a practical method of marking finished X-Ray film. By means of gummed labels, lettered to indicate sixteen possible views, you remove all doubt as to what the picture portrays. These labels are approximately 1 inch long and are furnished in boxes containing one hundred of a kind. The following are available:

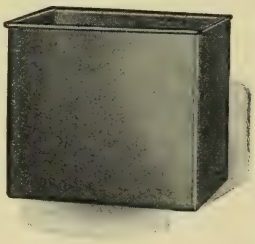
Right	Posterior
Left	Anterior
Superior	Lateral
Inferior	Stereoscopic
Post.-Ant.	Inf. Right
Ant.-Post.	Inf. Left.
Sup. Right	Sup. Ant.
Sup. Left	Inf. Ant.

Price per box.....15 cents

Hirsch & Kaye have them.



Kodak Developing Box No. 1



This tank provides a swift and easy means of obtaining uniform development of cut films. It takes twelve films, each suspended in the solution from a Kodak Cut Film Developing Hanger. Development proceeds by the time and temperature method.

The tank is made of acid-resisting metal and measures 4x5¼x6 inches.

Kodak Developing Box, No. 1, without hangers.....$2.00

For Users of Kalart Synchronizer

The manufacturer of the Kalart Synchronizer has told us that he has found it advisable to design and perfect a Kalart shutter adapter. He has investigated criticism of his product, only to find that the difficulty was caused by insecure fitting of the synchronizer to the shutter. Naturally it is important that all parts be accurately and tightly fitted, and the shutter adapter will insure dependable performance.

The price of the adapter is $1.75 for a set of parts, including screws. It will cost approximately $2.00 to have the adapter fitted to your shutter, or your shutter can be sent to the manufacturer in our care for complete charge of $3.50 for parts and labor, plus postage. We are glad to announce the new adapter for it will insure positive and dependable performance of the Kalart equipment.



Retouching Lance and Pen Print Trimmer, in holder

For scraping out defects or inserting highlights it is the best tool available, and being made of the finest steel, it can be sharpened to a keen edge. The blades will also fit any pen holder.

An indispensable accessory for cleaning up Bromoils and Transfers.

Retouching Lancet, with holder.....$0.25



For printing panels from roll paper —to take out the stiff curl: Just before printing, sponge the back of the paper and then let it lay for a few minutes. This treatment makes the stock more pliable; easier to handle.

The 1934 Winona School

Annually it has been the practice of The Photographers' Association of America to conduct courses in photography at the Daguerre Memorial Institute, its property at Winona Lake, Ind., and these courses have become recognized as unquestionably the most thorough and complete available in the country in a condensed, economical form. To the practicing professional, they offer an opportunity to "brush up" his knowledge and ability, a "post-graduate course" as it were; to the employee with a reasonable amount of experience in photography, they make it possible to become a thoroughly competent photographer.

There will be two courses this year. The commercial course opens July 16 and closes July 28, the tuition fee being $40.00. The portrait course opens August 6 and closes August 31, and the tuition fee is $65.00. Students may take either or both courses at their discretion. The courses are not limited to members of the association, but are open to all. William H. Towles, Washington, D. C., is director of the school, assisted by a competent staff. The building is completely equipped for instruction in camera work, darkroom work, printing and projection, retouching and coloring. A series of lectures on the business end of the studio are also included.

Attendance in both courses is limited in order that every student may be assured of personal instruction and attention. Reservations have been coming in to the Association since early February and those who desire to take either or both courses this year should write at once for further information to the executive manager, P. A. of A., 501-2 Caxton building, Cleveland, Ohio.

The Man Who Sells Without Profit

Whatever progress a trade has made, it is the product of profit.

Whenever a manufacturer sells his product without a profit, he is restricting the technical research without which the trade falls behind other industries. He is destroying the work of the manufacturer who is attempting to develop better personnel for the purpose of giving a better service.

The same applies to the merchant who sells at a loss. First he injures himself; in addition he is attacking the living standard of all retail salesmen in his community. He is hurting the hopes of each merchant for a better store, better merchandise, better windows and better service. When he fails, which he eventually must, his sacrifice stock is a poison in the veins of the entire industry.

The man who sells without a profit is not a friend of the consumer. Many a man trying to buy in a regular store, often cannot find his size or the style he should find because of curtailed profits. The man who develops ideas in merchandising is a creative force and deserves your support.

The man who through financial desperation, ignorance, or short-sightedness makes or sells without adequate profit is an enemy of the trade and of the community.

—"Profit".

The Analysis of Business

Business is only a form of teaching. You teach people to desire your product; that is selling. You teach workmen how to make the right product; that is manufacturing. You teach others to co-operate with you; that is organization. To succeed in business, it is necessary to make the other men see things as you see them, which means that you yourself must first see and believe before you can tell another.—John H. Patterson.



The Story of Pyro

In these vats in our St. Louis Plant, Pyrogallic Acid is extracted from Chinese Nut Galls—the first step in manufacturing Mallinckrodt Photo Pyro. This product is manufactured completely by Mallinckrodt, beginning with the careful selection of raw materials in China and ending with exacting tests of the finished product which insure a physical and chemical purity suitable for photographic purposes.

Pyro, one of the oldest developers, is still one of the best. It has a wide range, adaptable to any subject. Mallinckrodt Pyro will give the maximum advantages offered by this type of developer.

Second and Mallinckrodt Streets

Mallinckrodt
CHEMICAL WORKS

St. Louis Missouri

"Makers of the most extensive line of photo purified chemicals"

NEW YORK CHICAGO PHILADELPHIA TORONTO MONTREAL

C.R.A.

(California Recovery Act)

CODE

for

PHOTO FINISHERS

Now Effective!

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Copies of the Code can be obtained from
Division of Corporations,
Sacramento, Calif.
at following schedule of prices:

Original typewritten copy	$4.05
Carbon copy	2.02
Mimeographed copy (lots of 20)	.50

•

Send to

HIRSCH & KAYE

for free copy!



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

•Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits. for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



5 SIZES 10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE COMPACT DURABLE EFFICIENT.

The best by test.

Eastman Specialties

for the

Photo-Engraver

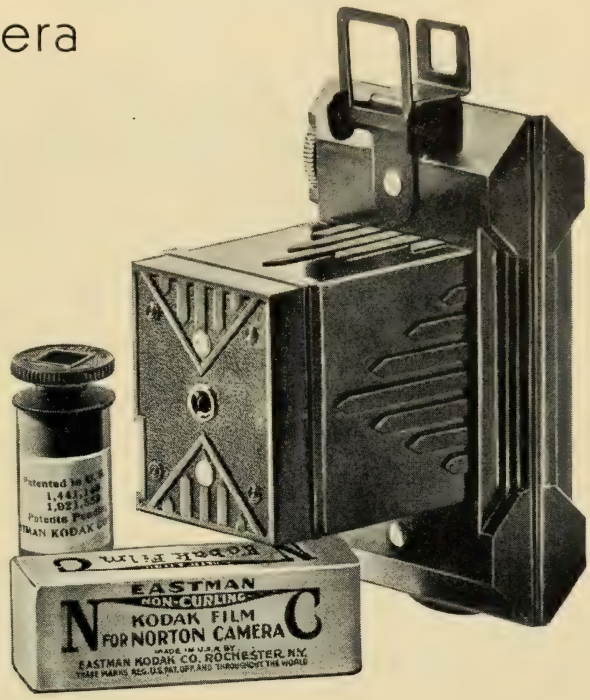
Complete Collodion—Silver Nitrate
Rubber Solution—Stripping Collodion
Kodaline Negative Paper
Wratten Process Panchromatic Plates
Wratten Color Filters — Proofing Paper
Engravers' Hard Varnish
Topping Powder
Process Plates & Film—Commercial Film
Mono-Lock Process Printing Frame

All the items listed above are twice tested—in the Eastman laboratory and in their engraving department—to insure your complete satisfaction. You will find it true economy to use them in your plant. Write for prices, and for the booklets "Collodion and the Making of Wet Plate Negatives" and "Reproduction Work with Dry Plates and Films."

—In stock at—

HIRSCH & KAYE

Norton Camera



Here is the popular miniature camera about which you have no doubt had much inquiry.

The Norton camera is made of black Bakelite and is attractively designed and very well made. In appearance it resembles a very small folding camera with a square bellows, but it is actually a fixed focus camera of the box type. It is readily loaded by removing the back, and contains a film winding ratchet which can be turned in only one way. A direct view finder of semi-folding type is mounted on top of the camera. This permits the use of the camera for horizontal or vertical picture. The lens is of the single achromatic type and the shutter is operated by a convenient lever.

The picture sixe is 1-1/4x1-9/16 inches. The camera is 2 inches wide, 4 inches high, including finder and 2-5/8 inches in depth. The sale of Norton cameras will be profitable and will create additional profit through the sale of film and finishing service.

The camera retails for 50 cents. We offer them to you at price of $4.00 a dozen net. Roll film is Eastman made and retails for 15 cents, less your regular film discount. The Norton camera offers maximum value and a greater percentage in profit than any other similar camera which may be offered. They are ideal for general use, and are especially suggested for dealers in the vicinity of C.C.C. and C.W.A. Camps.

Order a dozen today and include liberal supply of film.

Solid Brass Thumbtacks

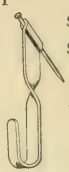


A strong, well pointed thumbtack. Neat appearing for a special display.

NO.		
31	⅜-inch point, 12 tacks to a block	$0.10
32	½-inch point, 10 tacks to a block	.10
33	⅝-inch point, 8 tacks to a block	.10

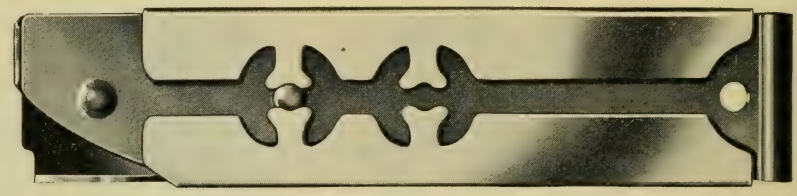
Moore Pushless Hangers

These hangers are composed of brass plated steel hooks with tool tempered steel nails. "Scientifically constructed for strength.'



24	10 lbs.	10	$0.10
25	20 lbs.	6	.10
27	50 lbs.	3	.10
28	100 lbs.	2	.10

Saf-T-Rip Cutter



Here is a useful razor blade cutter, which can be carried in your pocket with perfect safety, but on a moment's notice can be converted into a most effective trimmer.

The illustration shows the cutter extended for use, but if you wish to carry the cutter in your pocket, the inner section holding the blade slides back into the cover. To replace the blade, merely slide the inner section completely out and make the change.

The Saf-T-Rip Cutter can be used to cut the heavy cord around your incoming packages, to cut boxes, as well as to cut backing cloth, heavy cardboard and other material. Everyone who frames pictures or photographic mounts needs one, not to mention the many office, household or studio uses where the Saf-T-Rip Cutter will serve.

Order one today and carry it with you as you would a fountain pen. The illustration shows the exact size.

Saf-T-Rip Cutter..... 50 cents



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South Rochester, N. Y.

Korona Cameras and Turner-Reich Lens are Sold by

HIRSCH & KAYE

Professional Service

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By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

MATILDA S. RANSDELL
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Artist

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711 - 47TH AVE., SAN FRANCISCO
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PHOTOGRAPHIC STORE *and* STUDIO

PENINSULAR TOWN

Other interests require
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Box 2338 THE FOCUS

RETOUCHING AND NEGATIVE WORK

Prompt, Careful
Service

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322 ELLIS ST. SAN FRANCISCO

E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
WEST 2611

Putz-Pomade

For reducing negatives by friction
and for finishing etched negatives.

25 cents a tin

HIRSCH & KAYE
have it!

COLORING

MINIATURES — PORTRAITS
ENLARGEMENTS

GRETA WHITE

Care of
HIRSCH & KAYE

STUDIO IN ALASKA FOR SALE

Modern and Equipped
for All Branches of Photography

FISHER STUDIO, KETCHIKAN, ALASKA

Halldorson General Service Lamps

Styles A and B



The Styles A and B lamps are similar to the Style C described above, but are designed to sell at a lower price. Instead of cast base stand with casters, they are fitted with folding stand, though they may be ordered with former at a price of $5.00 additional. The Style B has same size and style of reflector as Style C, while the Style A has reflector suited for 500-watt lamp. These may be used with frosted tip lamp as explained for Style C, or with the diffusing screen listed below.

PRICES

Without Lamps:	
Style A for 500-Watt Lamp	$20.00
Style B for 1000 or 1500-Watt Lamp	30.00
Extra for Cast Base Stand, either style	5.00
Adjustable Diffusing Screen Attachment for above Lamps	2.50
Carrying Case for Style A, 11½x11½x15	7.50

Movie Flood Bulb

and

Suitable Reflectors

The Movie Flood Lamp is approximately the same size as a 1000 watt pear-shaped PS bulb. The bulb consumes 2000 watts or approximately 17 amperes on 110 volt circuit. It will produce approximately three and one-half times as much light as a standard 1000 watt lamp, is provided with a mogul base and has an average life of 15 hours of service.

Movie Flood Lamp $5.25

"A Flood Lamp today,
Keeps dark days away."

Order from
HIRSCH & KAYE



Halldorson General Service Lamps

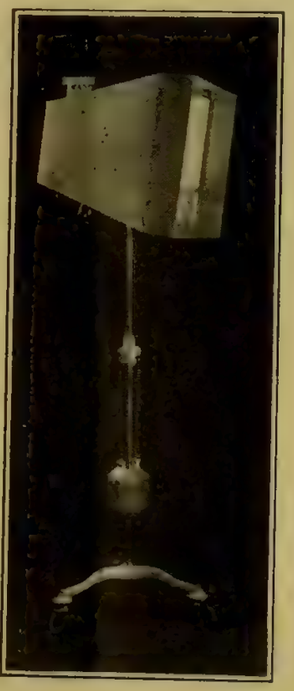
Style C

The Style C can be used as the main light in portraiture or in commercial photography, and in the latter case may be used in pairs or threes.

It shows no center spot, gives even illumination over an area suitable for portrait or commercial purposes, and develops the maximum light consistent with proper dispersion. By using a lamp with frosted tip the light given will be soft and diffused and well adapted for portrait purposes.

Porcelain lined reflector; nickel finished trimmings; tumbler switch shut off at back of reflector; 15 feet of connector cord; cast base stand with casters for convenient movement; maximum height 10 feet.

Price complete without lamp $45.00



Beattie MINI-PAN Light

Built especially to work with the new fast panchromatic film, the Mini-Pan, is the smaller of two new Pan Lites. With the Mini-Pan the photographer can make better lightings, in less time, with less effort and at less cost. Proofs smooth and salable, without retouching. The light may be subdued on the less essential parts of the composition in two or three motions of the lamphead and in a few seconds. This remarkable Lite works perfectly for heads, three quarter figures, children, small groups, home portraiture and commercial purposes. In the more complicated two and three source lightings one or two Beattie Brite Lites may be found desirable.

Used with one 1500 watt lamp this Lite produces an evenly diffused light of sufficient power for snapshots on superspeed, or 1/25 of second exposures on fast pan film.

Head lifts off for portability. *Finished* in baked-on aluminum enamel, gold striped with brass and nickel fittings.

Price, complete, less lamp, $125.00

MAXI-PAN

(patents pending)

With this new Lite, designed especially for use with Super-Sensitive Pan Film, exposures may be made up to the 50th part of a second. The lighting and screening of the subject is controlled directly from the lamp. "Spotty composition," or the lack of a center of interest in portraiture, due to over-lighting of the non-essentials, may be easily avoided—without loss of time—through the use of the screens and deflectors with which this unique Lite is equipped. Price complete, less lamps, $145.00, or $150.00 converted for Movie Flood bulb.

Complete instructions with diagrams are furnished with every Beattie Lite.

Beattie Lamps are sold on terms of monthly payments by

HIRSCH & KAYE



FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset

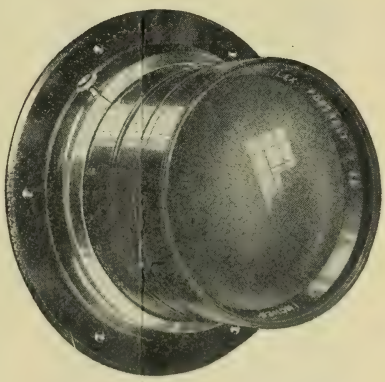


HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

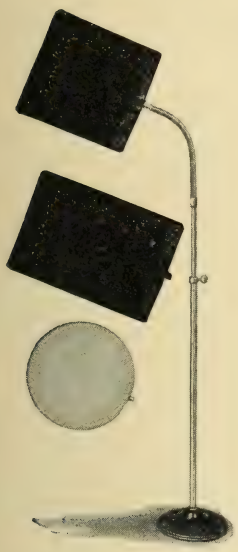
COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY ROCHESTER, NEW YORK

Cameramen Lose No Time with this Halldorson NECK HEAD SCREEN



THE Halldorson Flexible Neck Head Screen is so small, light and easy to place that the operator will find it a delight to work with. There is no time or energy wasted in using it. Finished in nickel with an enameled base, it is entirely adequate for all head screen purposes.

Its price complete with one screen in your choice of sizes is $8.50. If you want all three screens the price is $15. If you want but one screen but want a folding stand with it for home portraits, its price is $10. Or for $10 you may have it with one screen but with three sections instead of two. The screen only, in any size, is $3.25.

Order Today
from
HIRSCH & KAYE

Leroitype Sensitizer

For Printing on Cloth, Scarfs, Handkerchiefs, Cushion Tops, Etc.

This new Leroitype Sensitizer opens up a field of photography that in the past, because of its difficulty in handling, was seldom made use of.

It is now easy to print negatives onto all kinds of cloth, fabrics, papers, and even onto wood. It requires no experience, nor any special apparatus.

The sensitizer is poured onto the surface that is to be printed, the exposure is made either in sunlight or under photo light or any high powered bulb, the exposure requires about 6 minutes. This is then developed and then fixed.

The finished print is permanent and cannot be washed out. Has been tested and is fully guaranteed. One bottle will print about 36 handkerchiefs.

Price.....$1.00



R. E. Derby



N. G. Siller



Wm. Wolff



H. L. Bush



K. G. Charlesworth

Our Salesmen Tell Us

A. Zarkos, for several years a photographer in Bakersfield, will return to Greece in February.

♠ ♠

Here's the latest from our credit department. A photographer tells us he made a special request for his automobile license of a certain number. He received the plates he wanted, and then told us that he wanted this number because it was the amount he owes us. Ye Gods! and the license plates are good for one year!

♠ ♠

Mrs. Hemynge, associated with Dorothy Moore and Kathleen Dougan, fell and broke her arm. Notwithstanding this, she continued to smile and carry on as though it were all a part of the day's work.

♠ ♠

We have noticed a new leaflet produced by the Otis Elevator Company with suggestions to show how buildings have been modernized by installation of modern elevator equipment. The part that especially attracted our attention is the offer to send photographs to interested building owners to show what can be done by the application of their modern methods.

Is there an opportunity for photography in a suggestion of this kind? Is there a contractor in your vicinity who would like to have a record of the "before and after" treatment?

♠ ♠

E. Risteau Beveridge has opened a studio at 525 Sutter Street, San Francisco. His studio will be devoted to the photography of children, and his announcement was suitably worded and attractively designed.

♠ ♠

Fred Wallace, well known Hayward photographer, left for Honolulu January 19 to join his wife in a studio enterprise in Honolulu. Mr. Wallace has been quite active in photographic activities in the East Bay region.

♠ ♠

T. J. Nelson of Santa Rosa was another visitor, as was **L. G. Bartlett** of the same city.


H. Fazakerly


Bon Ward


Fred Sass


Harry Reif


J. B. Bogue

Our Salesmen Tell Us

R. J. Schuenman of Winnemucca, Nevada, spent several days in San Francisco to study equipment and methods. Located far from the usual source of supply and information, he tells us that the several days spent in San Francisco were among the most enjoyable he can recall.

♣ ♣

Mr. and Mrs. John Rummel of Lodi were recent visitors in San Francisco.

♣ ♣

Mr. Wolff celebrated his 45th anniversary with our firm on February 9. In fairness to him, we should mention that he was a very small boy when he started with the firm.

♣ ♣

The de Young Memorial Museum in Golden Gate Park will display during February, and until March 4, the Seventeenth Annual Salon of Pictorial Photography, sponsored by the Camera Pictorialists of Los Angeles.

Already this splendid exhibit has attracted widespread attention and favorable comment. An hour spent in reviewing such an exhibit should prove helpful and interesting to anyone interested in photography.

♣ ♣

Mr. Fugent, representative of Tapprell-Loomis and Company was in San Francisco a few days ago and showed us the new spring styles. We have placed our order for the new mountings such as have been announced in "The Focus" and elsewhere. Just as soon as a folder is made, you can depend upon us to have it in stock.

♣ ♣

J. Caudell, who operated the Photo Shop, 1727 Ocean Avenue, San Francisco, died rather suddenly on February 8. He was rushed to the hospital the night before for an attack of stones and did not recover from the operation.

♣ ♣

P. Afanasieff will be confined to his bed for two weeks as the result of an unusual accident. While adjusting a gas-operated water heater, flames suddenly blew into his face and he was badly burned.

3 LENSES IN 1

Wollensak Series 1a Velostigmat Gives Three Different Photos From Same Point of View



First View—Taken with Doublet



Second View—Taken with Rear Element, alone

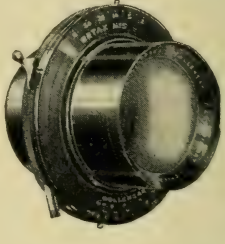


Third View—Taken with Front Element, alone

THREE fine anastigmats in one —and for the price of a single lense—that's the Wollensak Velostigmat, Series 1a.

Either long-focus single element may be used alone. Like the doublet, each is fully corrected. Triple-convertible feature gives larger images—finer perspective—superior telephoto effects.

Prove these claims with your own camera. Write today for literature and try-before-you-buy offer.



Wollensak Velostigmat, Series 1a f6.3—f7.7
TAKEN WITH THIS LENS

Wollensak Optical Company

Rochester, New York

Fog Camera

Fog is something that photographers prefer to avoid, just as mariners are anxious to avoid another kind of fog.

Flavel N. Williams, a Master Mariner, has perfected a camera which utilizes an Infra Red process for the purpose of penetrating fog and obtaining a photographic image of the field of view of the camera. His first and experimental camera has been added to the equipment of the new liner, Manhattan, and similar installations are scheduled for the sister ship, Washington.

Infra Red rays invisible and insensible pierce much further through fog than visible light. The Williams camera is really a long tripod mounted Duralumin box which contains its own dark room. As soon as a portion of film is exposed, it is fed swiftly into a developing bath, then a fixing bath, after which it is illuminated for examination. All of this is done within 30 seconds. Thus the captain of a ship can actually photograph his way with safety through otherwise unnavigable fog, provided nothing crosses his path at a distance less than his own ship travels in a half-minute.

The new camera has been pronounced the greatest boon to navigation since radio. Who knows, future ships may include a photographer in their navigating staff.

←⁂→

If your camera is out of order, don't tinker with it yourself; you may do more harm than good. Send it to Hirsch & Kaye for expert attention.

←⁂→

Opportunities are seldom found. Nine times out of ten they must be made to order—to fit the man, the environment and the time. Opportunity is but material, to be shaped to our needs. It comes to us from within ourselves. But once in a thousand times is it dropped full panoplied into our laps. If we start to make it we will succeed; if we wait for it to come to us we will stagnate.

Aerial Photography via Pigeons

According to an article we recently read, the German Army has conducted successful experiments with aerial photography in which some excellent pictures were obtained with a camera attached to carrier pigeons. These pigeons are trained for communication work, a service for which they are used in practically all armies. The camera used weighs approximately 40 grams or 1½ ounces, and is designed like the Alvista camera, with which many photographers are familiar. A timing device trips the shutter and causes the lens of the camera to revolve for almost a half-circle and which produces an elongated picture of the panorama type.

←⁂→

Master Photo Finishers Meet

The Northern California Division of the Master Photo Finishers met in Oakland on Saturday, January 20. There were twenty-four present and the principal subject of discussion was the announcement of the National Code. This Code is expected to become effective any day, and when it is announced, a special delegation will travel the country to explain its operation and administration.

For this reason it was considered advisable to defer action on the regional convention which is usually held early in February. The Code and convention can be discussed at the same time.

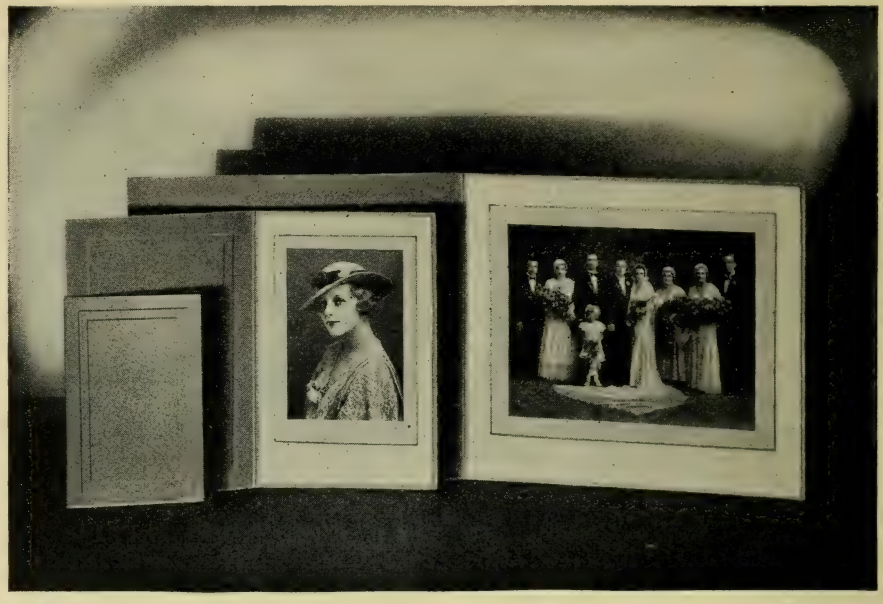
←⁂→

What a world! By the time you're important enough to take two hours for lunch, the doctor limits you to a glass of milk.

←⁂→

If you have a friend worth loving
Love him, yes, and let him know
That you love him, ere life's evening
Tinge his brow with sunset glow.
Why should good words ne'er be said
Of a friend—till he is dead?

JUST THE FOLDER THAT YOU SHOULD FEATURE!



THE AVENUE

The maximum effectiveness of your portrait is obtained only when the mounter properly harmonizes with the print—does not detract but produces one complete ensemble. Therefore, choose mounters that enhance the quality of your portraits.

In the new spring T. L. line, you will find quality mounters that give your portraits that irresistible "dress"—that help to bring the price your skill deserves.

The AVENUE illustrated above is one of them. A rich quality folder, yet most reasonably priced. Made of Laureate stock—all edges downy deckled—a soft two-tone air brushed effect around opening is an attractive ornamentation for your portraits.

Available in all standard sizes—3x4 to 8x10 upright and in the 10x8 horizontal. Neutraltone, suitable for both black and white, and buff prints. Prices range from $4.25 per 100 to $12.00 per 100.

This style, especially the smaller sizes, should prove very popular for school work.

Sample of the 4x6 size postpaid for 7 cents.

SAMPLE OFFER SS-5

Remember—you can order *when you need*—
in quantity *as you need*—from your stockhouse.

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

I went to the auto show and seen a lot of knees. (On the cars, not in the cars.

♣ ♣

When those General Motors cars develop knee trouble, will the mechanics use Sloan's Liniment? (I bet you don't get that one!)

♣ ♣

And here's a slogan for Mae West—Hips, hips, Hooray!

♣ ♣

Your income tax report is like a big toe nail—you cut it before you file it.

♣ ♣

And don't forget to finish your return before you go.

♣ ♣

You can always see the ground hog if you look into a sausage.

♣ ♣

I found something to do on my day off, something to raise the working classes. I have a chance to sell alarm clocks.

♣ ♣

A photographer wrote in to ask if we could tell him what Farmers Reducer is. Sure—I can tell him—the depression.

Why don't people use a round envelope when they send out a circular letter?

♣ ♣

Little pickininny
Looks just like his poppy;
Don't know what to call him
Unless it's carbon copy.

♣ ♣

I was reading in a story book about a ship and it said when the ship crossed the equator they had a ceremony and most of the crew got soused.

That's a long way to go.

♣ ♣

Ireland has men of Cork, Scotland men of Ayr, but England has Lightermen.

♣ ♣

The standing army is flying the air mail and I hope Henry Ford will start a movement to get the boys out of the mail sacks by Christmas.

♣ ♣

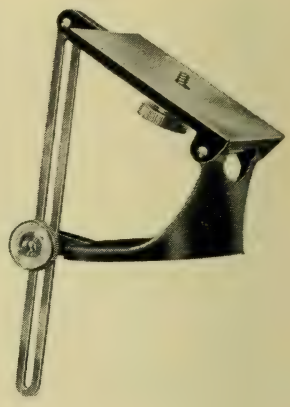
Twenty-five people stood in front of a house that had no windows, doors or openings. What do you think they did?

They ran round and round the house until they were all in.

—Jerry.

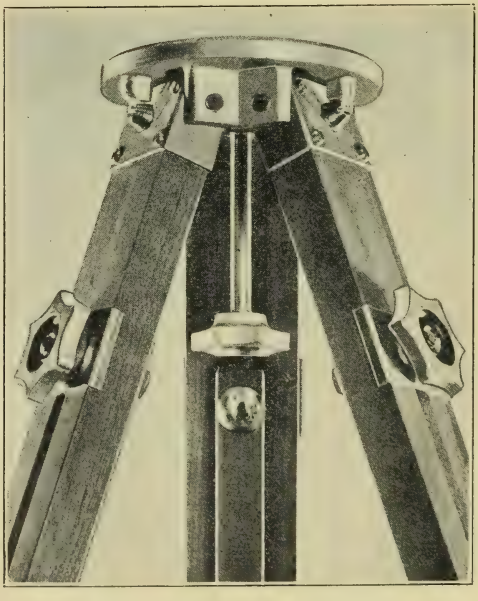
Barre Tilting Tripod Head

This useful accessory can be used on New Deal or any make of tripod. The range of adjustment is from 30 degrees upward from horizontal, to straight down, a total of 120 degrees. It is readily locked in any intermediate or extreme position. The head is accurately smoothed and you cannot lose the head screw. Weight only 12 ounces.



Price **$4.75**

The New Deal Tripod



Length, closed, less than 32 inches.
Length extended, more than 55½ inches
Weight, just three pounds.

NOTICE

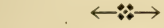
- The practical, convenient lock-screw at top of sliding member.
- The unusually long and convenient headscrew that cannot be lost.
- The buttons which prevent over spread of the legs.
- The feet are of canvas rubber. They grip like new tires.
- Designed to fit any make of pan and tilt head, or any still camera.

Price **$8.50**

"Photographic Darkroom, Its Arrangement and Use"

Written by E. J. Wall, it is one of the newest books added to the many we offer you. It is a practical book, useful to every photographer, for it includes the construction and arrangement of a darkroom, as well as what should be done in it. It contains a great many useful ideas that you prabably have not seen in any other book.

Price.....$1.50



"Modern Photography With Modern Miniature Cameras"

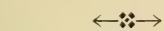
This is practically the first book to be published on the use of modern miniature camera equipment. It is right up to the minute and covers a wide scope in its reference to cameras, equipment and accessories.

Price.....$2.00

Both books may be obtained from Hirsch & Kaye.



Readers of "The Focus" may want to know more about Charcoal Black paper. With the co-operation of the manufacturer, we are now able to furnish sets of miniature prints which will indicate the seven grades in which the paper is made. To cover the cost of handling, there will be a charge of 15 cents for each set. Here is an excellent opportunity to obtain first-hand information on this well-known paper.

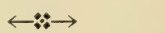


My doctern is to lay aside
Contensions and be satisfied;
Just do your best, and praise or blame
That follers that, counts jest the same:
I've allus noticed grate success
Is mixed with troubles, more er less,
And it's the man who does the best
That gits more kicks than all the rest.

This May Be Helpful

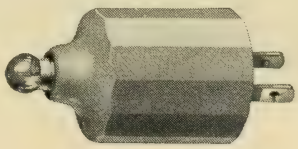
After the No. 75 Photoflash bulb was offered for sale, someone told us that the large lamp required a heavier battery charge than the standard or smaller lamps. The matter was investigated and we have been notified by the General Electric Company through their lamp department that the filament of the large Photoflash lamp is the same as is used in the regular as well as the smallest Photoflash bulb. This means that the amount of current required to ignite the largest lamp is no more than is required for the smallest.

Nevertheless, it does not pay to use the batteries too long. One spoiled picture will cost you more than you can save by trying to obtain maximum service out of your batteries.



Ruby Bulbs for Safety Night Light

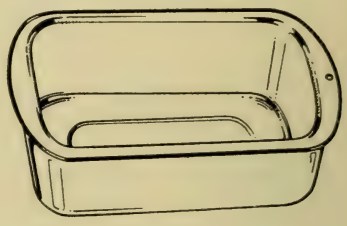
On Page 18 of "The Focus" for January, we illustrated and described the Safety Night Light, which we offer with clear bulb for $1.00. The illustration is again reproduced as a reminder, and we are glad to announce that we can now furnish ruby bulbs of flashed (not painted) glass to be used in the night light. This will give you a very practical portable ruby globe for temporary darkroom use.



Price, Safety Night Light with clear bulb.....$1.00

Ruby bulb additional..... .35

NO. 170
HYPO FIXING BATH



An inexpensive tray of triple coated white enamel—acid-proof inside and outside. It takes prints up to 11x14; has raised panel in bottom, making for easy handling.

16x11½x5 inches $1.75

Order Today from HIRSCH & KAYE

Kalart Photoflash Synchronizer

This is the device used by press photographers on their cameras. With it, you can ignite the flash bulb and trip the shutter of your camera at the same time.

The synchronizer itself is a small device, considerably smaller than an average shutter, which is attached to the shutter, at the cable release opening. The cable release is then attached to the synchronizer.



Before inserting flash bulb into socket for each exposure, wind the knob one full turn. This breaks the electrical contact. Rewinding the knob should be the first operation after each exposure.

Pull up the plunger pin. This permits focusing and resetting of shutter. Exposure can be made only with the cable release. The finger release will not fire the bulb.

The battery case, furnished as part of the outfit, is mounted on the camera by the thumb screw turned into the tripod socket of the camera. The thumb screw is removable and the battery case is reversible for either left or right hand side of camera. The reflector slides into the bayonet slot provided in the rear of the battery case and the cable leads plug into the front.

Considerable latitude of adjustment of the synchronizer is obtainable. The synchronizer can actually be timed to suit the speed of individual shutters.

Price—New Model 'C,' Includes Kalart Synchronizer, battery case, batteries, and chrome-plated reflector $22.50

HIRSCH & KAYE *have it!*

Bargains for the Photographer

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price** **$135.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter A complete outfit for **$260.00**

Oak Table with 22" square top. A real bargain for **$2.50**

Dark Oak Chair with round seat and 9-piece back support. Has swivel action. Another bargain for only **$1.75**

Light Oak Swivel Tilting Back Chair with castors.
A bargain for **$2.75**

SERIES C COLOR FILTERS
Equal in color value to W & W G Filters

⅞ inch round in cap mount **$1.10**
1⅛ inch round in cap mount **1.10**
$1\frac{7}{16}$ inch round in cap mount **1.25**
4½ inch round in cap mount **4.90**

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

K. C. Glossy Print Dryer. This is a gas-heated cabinet which will receive up to fourteen 18x24 ferro-type tins with plenty of space between them. There are no moving parts in this dryer, aside from a fan which continually changes the air in the cabinet. We include ten 18x24 japanned ferrotype plates in the bargain price, **$35.**

Motor-driven Squeegee Wringer. This is a Peerless heavy duty wringer with rollers which measure 3x24 inches each. It is mounted on an all-metal base and operated by an efficient electric motor, and will render much satisfactory service.
Bargain Price **$50.00**

11x14 Crown Printer in excellent condition. Really looks like new.
Bargain Price **$37.50**

Halldorson Concentrating Spotlight. Offered at bargain price of **$25.**

Aristo Proofing Lamp. This is the well known Aristo Arc Lamp which is still considered the best lamp for printing-out proof paper. These lamps are difficult to obtain, and we now offer one at bargain price of **$15.00**

Marguerite Arc Spotlight with full set of decorative stencils. Here is a real bargain for only **$67.50**

Leica Enlarger with paper holder. Suitable for enlarging negatives made on 35 mm. film. An excellent enlarger for only **$39.50**

22" Easy Photo Wringer in good condition. A bargain for somebody at only **$15.00**

No. 620 Riverside Wringer with rollers that measure 3x20. A heavy duty wringer, motor-driven and in practically new condition.
Bargain Price **$95.00**

Guillemont Opal Plates matte finish. We offer a limited number at bargain price of only 70 cents for a box of 12.

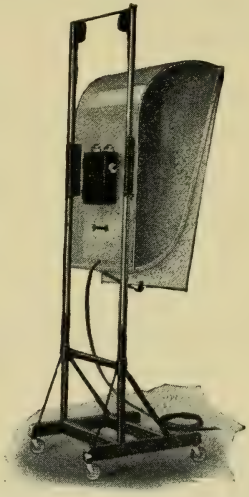
Pako Belt Dryer. This is a gas-heated dryer for matte finish, semi-matte finish or for enlargements. It is in good mechanical condition and is offered at
Bargain Price **$60.00**

Bargains for the Photographer

WESTON ELECTRIC EXPOSURE METER

Model 617 Type I. These are new meters, recently replaced by a later model.

Price, with case $15.00



HALLDORSON STUDIO CABINET

With 4 1500-watt Photo Blue Mazda lamps. An excellent lighting unit for individual figures or groups. Each lamp on its own switch.

Bargain Price $55.00

STEEL ENAMEL TRAYS

We have a limited supply of second quality trays which we offer at special price. With reasonable care these trays should render a lot of satisfactory service. Remember—the supply is limited.

14x17 ..... **$2.50**
16x20 ..... **3.25**

4x5 HAMMER PRESS PLATES (H & D 1400)

These are really fast plates of which we have an over-stock. They are about a year old but still in excellent condition.

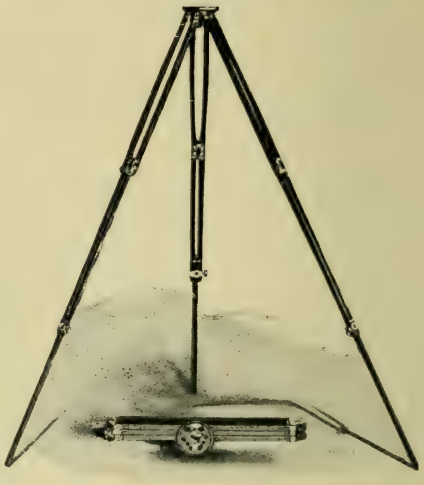
Special price, per dozen ..... **65 cents**

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price ..... 20 cents each

NUMBER 3½ COMBINATION TRIPODS



Length closed ..... 22½ inches
Length opened ..... 55 inches
Weight ..... 4 pounds
Diameter of head ..... 5¼ inches

New Tripods

Bargain Price $5.00

No. 123 Photo Mailers	4½ x 7	Special price per hundred	**$ .90**
No. 234 Photo Mailers	5½ x 11¼	Special price per hundred	**1.00**
No. 240 Photo Mailers	6½ x 13¼	Special price per hundred	**1.25**
No. 246 Photo Mailers	7½ x 15¼	Special price per hundred	**1.65**
No. 162 Photo Mailers	13¼ x 17½	Special price per hundred	**4.00**
No. 160 Photo Mailers	12 x 18	Special price per hundred	**4.50**
No. 157 Photo Mailers	12¼ x 16¼	Special price per hundred	**4.25**
No. 154 Photo Mailers	12½ x 14½	Special price per hundred	**4.00**

EASTMAN PORTRAIT PROOFING PAPER . . . .

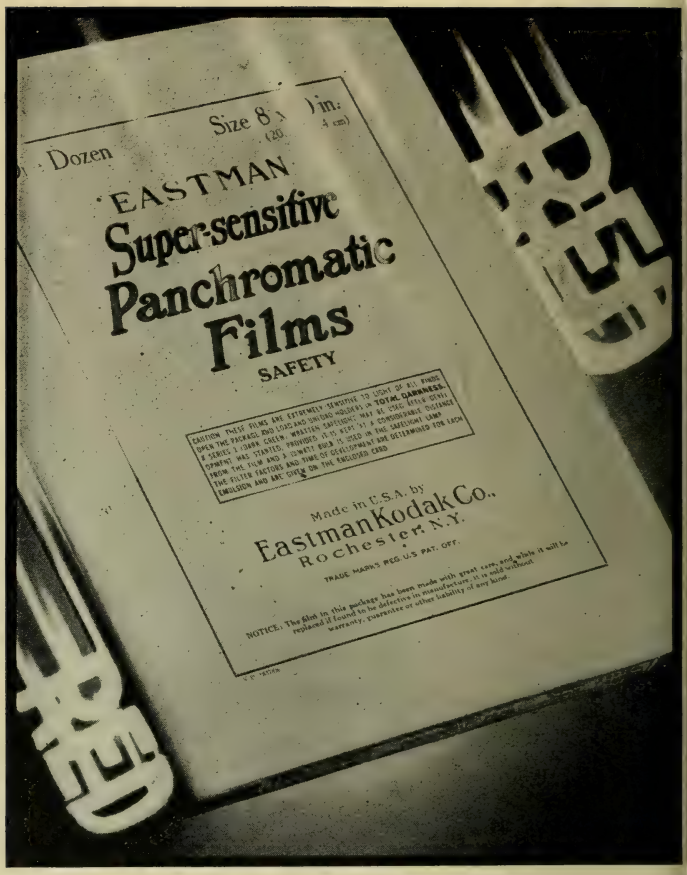
SHOW a finished product when you submit proofs—the type and quality of portrait you expect to sell.

Eastman Portrait Proofing Paper makes such proofs possible at small expense. This new paper has a fine, matte-weave surface, excellent gradation quality, speed enough for enlarging, and sells at the price of single weight Azo.

Finished proofs on this new paper will bring you larger and more profitable sales. Order from your dealer today.



EASTMAN KODAK COMPANY, Rochester, New York



MORE ATTRACTIVE MORE SALABLE

COLOR in flesh, correctly reproduced, makes the portrait more pleasing and natural, and largely removes the need for the retouching which so often destroys likeness.

Flesh color can be truthfully reproduced only with a red sensitive material such as Eastman Super-sensitive or Portrait Panchromatic Film.

The speed of these films is also a decided aid in securing expression. Use these modern materials and make your portraits more attractive to the customer—more *salable*. Eastman Kodak Company, Rochester, New York.

EASTMAN

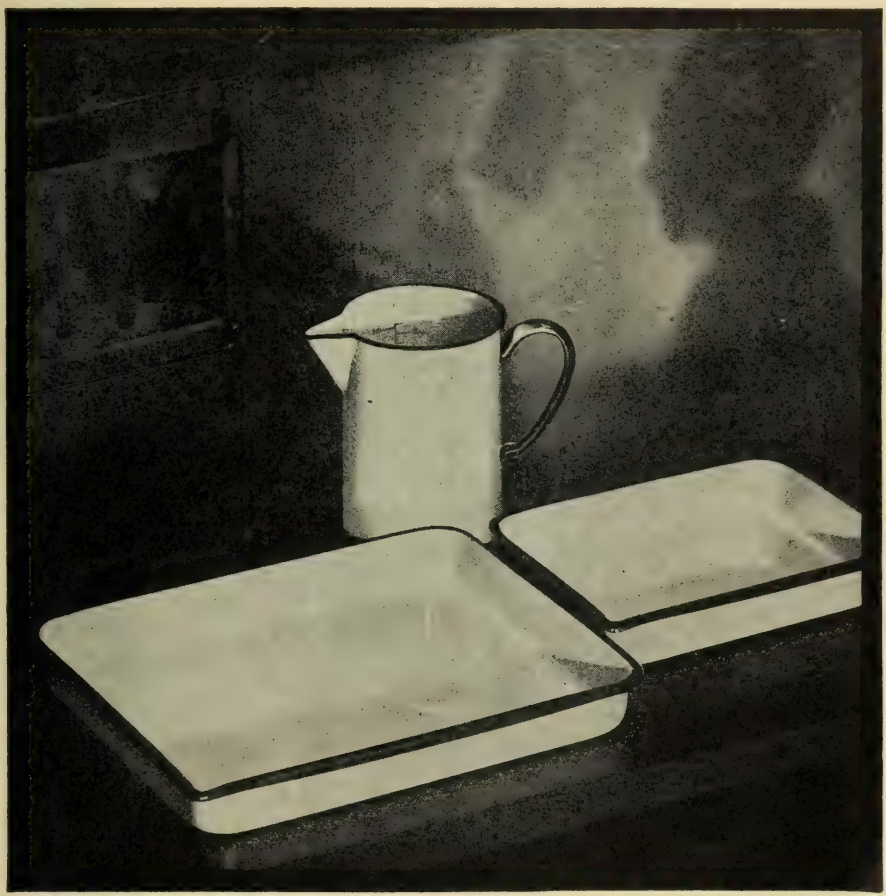
SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. X. MARCH, 1934 No. 3



Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

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Defender Film

The Value of these DEFENDER FILMS begins with their adaptation to modern negative making technic and ends with their convincing aptitude for yielding sparkling, brilliant prints.

A simple invitation to "try and compare" has started many photographers on the straight road to better photographs.

SEVEN VARIETIES

PORTRAIT
Regular or Safety Base

PORTRAIT HGS
(highly Green Sensitive)
Safety Base Only

COMMERCIAL
Safety Base Only

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PANCHROMATIC
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For complete information:
THE DEFENDER BOOK

DEFENDER PHOTO SUPPLY CO., Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. X. MARCH, 1934 No. 3

1886 1934

A Promise is only a Promise
but
PERFORMANCE is history!

48 YEARS
of
Intelligent, Helpful Service
to Photographers

•

You are invited to avail yourself of this varied experience.

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Make us your logical source of supply.

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HIRSCH & KAYE
The largest independently owned photographic stock house in the West

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard,
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Classroom Projectors

Educators have long recognized that information is more readily absorbed through the eye than through the ear. Education has made rapid strides, and is far removed from the methods used in the little red schoolhouse where the three R's were taught by means of a blackboard.

Today, pictures tell the story in the classroom, and lantern slide, motion picture and film slide projectors are considered essential equipment. If you are interested in the sale or use of projectors of this kind, we can furnish a very interesting booklet that will help you make your selection.

←❖→

New Grades of Azo

The following grades have been announced as added to the line of double weight Azo:

Azo Grade X, Nos. 1 and 2, Silk, semi-matte, ivory tint, double weight.

Azo Grade Y, Nos. 1 and 2, Silk semi-matte, cream white, double weight.

These papers will be supplied in the same sizes and at the same list prices as the regularly listed double weight Azo paper.

into one, considerable walking and time has been saved.

Photographers who are interested are invited to call and see the Dryer in actual operation.

←❖→

Photographers Are Professional Persons

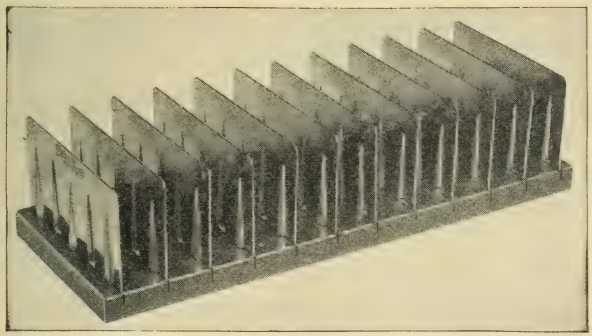
In a group of official rulings from the National Retail Code Authority we noticed that a ruling has been made that professional photographers come within the definition of professional persons under Section 5, Paragraph 13, Article 2 of the Retail Code. However, this interpretation is not applied to developers, helpers or persons employed in a department photograph studio that are not primarily professional photographers.

Professional persons are exempt from restricted hours of employment. You may have known this, but we publish this announcement because some readers will be interested.

←❖→

Great business men are like great politicians in one respect—they sense what the people want and try to give it to them.

Pako Sorting Rack



PAKO PRINT SORTING RACKS have finished wood bases with metal partitions — aluminum for lightness, beaded for strength and rigidity. They nest together for storage and will give years of service.

Price . . . $3.00 each


R. E. Derby


N. G. Siller


Wm. Wolpf


H. L. Bush


K. G. Charlesworth

Our Salesmen Tell Us

A. Drankoff has opened the Westwood Photo Studio at Westwood, California. He tells us he will handle all photographic projects of the lumber company and much photographic work in the surrounding communities.

♣ ♣

E. F. Cooper, for many years a photographer in St. Helena, died early in February. He was one of the last of the old school of photographers, and at one time occupied a very prominent position on the staff of the Governor of Georgia. His studio is for sale, and anyone interested should communicate with the Hirsch & Kaye Service Desk.

♣ ♣

The Smart Studio at 239 Geary street, portrait studio, have leased new quarters for a branch studio at 259 Geary street. Work is now under way preparing the branch for opening in the near future.

♣ ♣

Charles Wiedner, former San Francisco photographer, called on us and told us how he enjoys outdoor life in the vicinity of Sacramento. Ranching apparently agrees with him.

♣ ♣

Robert Murray is again at his place of business at 767 Market Street, San Francisco, after a painful operation.

T. Major Edgecomb closed his Red Bluff studio for several days in order to come to San Francisco and look over new equipment. He tells us he waited for an opportunity for some time, but finally took the initiative and advertised that the studio would be closed for one week. There was a noticeable increase in the number of his orders prior to his departure for San Francisco.

♣ ♣

That lightning can strike twice in the same place has been demonstrated in the recent experience of **Frank Steiner** of Steiner Photo Company, San Jose. On Saturday, March 3, the studio was destroyed by fire, and exactly one week later, we learned of the death of Mr. Steiner's father, who was associated with him in the studio. A double blow like this is a real calamity, and we know that "Focus" readers join us in our sympathy.

♣ ♣

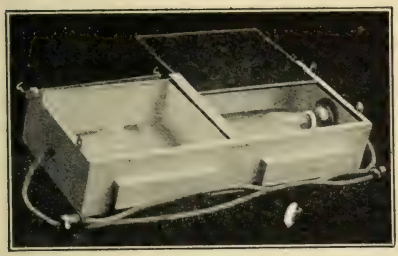


Abner Mills of the Mills & Mills Studio, Sacramento, died rather suddenly March 10. Mr. Mills had just recently recovered from a protracted illness.

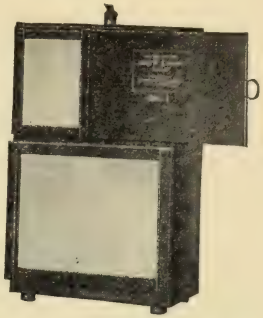
♣ ♣

Mr. and Mrs. E. L. Chapin of Hailey, Idaho, are the proud parents of a little girl who arrived in this interesting world on February 20.

Measured Safety







The day of makeshift darkroom lamps has passed. They have been replaced by lamps with scientifically designed Safelights which provide a measured degree of safety for developing modern, high speed sensitive materials.

While no light is safe for an indefinite time, Wratten Safelights, used as directed, give the greatest possible degree of safety with the maximum amount of illumination and eye comfort.

The Wratten Safelight Lamp No. 1 provides indirect light, reflected to Safelight, has slide and opal glass in upper compartment for white light, and is supplied with Series 2, 8 x 10 Safelight, $10.00.

Wratten Safelight Lamp No. 2. Same as No. 1 except that the upper half of the lamp is closed, $8.00.

The Kodak Safelight Lamp has curved top which reflects the light to the Safelight below. Supplied with Series 2, 5 x 7 Safelight, $3.50.

The Eastman Safelight Lamp is designed for a drop cord or fixture, gives direct illumination and is supplied with Series 2, 5 x 7 Safelight, $3.00.

The Brownie Safelight Lamp has end and side Safelights, both removable, and may be attached to any standard socket. Gives direct illumination and is supplied with Series 2 Safelights, $1.75.

Indirect Light Boxes are available for ceiling suspension and use 10 x 12 Safelights. These boxes are supplied in single or double units without Safelights.

Single	$ 9.00
Double	18.00

While Series 2 Safelights are regular equipment with all of these lamps, other Safelights will be substituted when specified. Super-sensitive panchromatic materials require the Series 3. The complete list follows:

Series 00. Yellow for Vitava Athena, Azo, or similar papers.

Series 0. Orange for Vitava Opal and other enlarging papers or Lantern Slide Plates.

Series 0A. Same as Series 0, but gives a greenish light.

Series 1. Red for Films or Plates not color sensitive.

Series 2. For Verichrome Film and Orthochromatic Films and Plates.

Series 3. The green safelight for Panchromatic Films and Plates.

Wratten Safelights, any series:

5 x 7	8 x 10	10 x 12
$0.75	$1.25	$1.75

May we include one of these Lamps or Safelights with your next order?

THE BOOK OF THE

The Miniature Camera

by George W. Hesse

Price 50 cents

A New Book on the Most Popular Photographic Subject of the Hour

This absorbingly interesting new book is devoted to ALL types of miniature cameras and miniature photography in practically all of its branches. It is a book of a great variety, profusely illustrated with more than fifty illustrations, many formulas and much valuable data on cameras of the cine film type, roll film and reflecting types are given. Hints and suggestions on exposure, developing, enlarging, printing and many other subjects too numerous to mention here. Just off the press and ready for delivery.

The Leica Data Book

(SECOND EDITION)

by Karl A. Barleben, Jr., F. R. P. S.

Price 50 cents

Due to the tremendous demand for THE LEICA DATA BOOK the first printing has been completely exhausted. We now offer this second edition—slightly revised with more illustrations. A very popular and valuable book for the miniature photography enthusiast.

The Leica Data Book is a handy compilation of a vast amount of information which Mr. Barleben has assembled in one pocket-size volume to aid miniature camera owners to make BETTER pictures. It is essentially a book to carry with you afield—like your miniature camera it will be your constant companion—to be referred to often, because it contains scores of pages of valuable tables, formulas, data, etc., touching upon practically every phase of miniature photography. Now off the press and ready for delivery.

The Miniature Negative

—ITS DEVELOPMENT AND CARE

by Augustus Wolfman

Price 50 cents

Here is the newest book in print on the Development and Care of Miniature Negatives. Every miniature camera enthusiast will want a copy because it contains the latest and most up-to-date information on this subject obtainable. There are chapters on Developing, Intensification and Reduction, Care and Handling and special information treating the characteristics of various cine film and roll film. A section is devoted to Physical Development which alone is worth more than the price of the book. Many pages of Formulas, Diagrams, Charts and Illustrations.

Order from Hirsch & Kaye

The New Model Kalart Synchronizer

Photographers who have occasion to photograph action events in which artificial light is required will be especially interested in the new model Kalart Synchronizer. The Model C is an improvement over the Model W, which proved so popular when announced last fall.

Positive synchronization is obtained at *all* shutter speeds with any between-lens shutter such as the Ilex, Optimo, Compur, and Compound Shutter. However, the Kalart Photoflash Synchronizing outfit will not operate with the Graflex and other focal plane shutters where the curtain drop is greater than about 2½ inches. This type of shutter, at its highest speed and tension covers a four-inch plate in about 32/1000 of a second. As the useful life of the flash bulb is somewhat less than 20/1000 second, and varies in intensity during this period, it is impossible to illuminate the entire plate with this type of shutter.

We have therefore no commercial synchronizer for the Graflex camera. Experiments conducted indicate synchronization with uniform illumination of the plate possible only with a mechanism too delicate and complicated for practical use.

However, the Kalart synchronizer will operate with miniature cameras of the Leica and Contax type at all speeds, including 1/500 and 1/1000 second. We have sold many synchronizing outfits for these cameras.

Almost one thousand Kalart synchronizers are now being used in this country. They are used for stopping action at indoor and night sports, and other shots heretofore impossible to obtain. It is compact, accurate, and fool-proof.

Some of the features incorporated in the Model C include an automatic switch which prevents accidental lamp blow-outs and an exclusive quick change socket in the battery case. One operation sets the device for action. The synchronizer is constructed of all stainless steel and chrome plated parts. Adjustments are quick and simple, and are rarely necessary. The price is $22.50 for the complete outfit.

Photoflood Bulbs

Somewhat recently there has been some interest in a so-called Opal Photoflood bulb. The regular bulbs which have enjoyed such popularity are really inside frosted bulbs, and in order to learn more about the possibility of an Opal bulb, we communicated with the General Electric laboratories.

They assured us that the matter of Opal glass and frosted glass had been carefully considered, and experiments had been conducted to determine which was most suitable for their bulbs. The actual results were recorded with a mass of scientific data, but reduced to simple language, the results showed that the Opal glass held back a considerable quantity of light and maximum illumination was obtained with frosted glass.

As the result of this report we have decided to stay with the frosted glass bulb until we are notified that a satisfactory and efficient Opal globe is possible. You can rest assured that when better bulbs are made, Hirsch & Kaye will have them.

"Mother's Day" Photographs

Mother's Day, second only to Christmas, as time for the giving of portraits, will soon be here—May 13th, to be exact.

The earlier you start to make your customers Mother's Day "conscious," the more portraits you are going to be asked to turn out for the occasion.

Let this be a reminder, then, for you to start early to feature displays that call attention to the approaching day.



Photo by Harris & Ewing

A COMPLETE SET OF LENSES ALL IN ONE

Wollensak Velostigmat Series II f4.5

Fitted with the proper size Wollensak Velostigmat Series II f4.5 your one camera virtually becomes five separate instruments.

Compactness and true perspective for home portraiture. Flat field for group photos. Speed for action snaps. And so fine optically that it is regularly used for copying and enlarging.

Write today for literature and our special try-before-you-buy offer.

Wollensak Optical Company
ROCHESTER, NEW YORK

With Byrd in the Antarctic Regions

The following is taken from "Little America" by Admiral Richard E. Byrd. We thought that a description of the photographic problems of this expedition would be of interest to photographers who may not have read this interesting book. The experience took place on the Ice Barrier, approximately seven hundred miles north of the South Pole, during the Antarctic winter of 1930, which was the month of June to you.

. . . The photo lab, as Captain McKinley's shack was called, was truly a most wonderful creation, and there was scarcely a man in camp who was not called, at one time or another, to assist our aerial surveyor at his cabalistic rites. It was at all times an important center of industry, and it was much of the time a storm center of controversy, the issue being whether or not it should be condemned as a public nuisance. Poor Mac, he got it from every side. Developing aerial film is difficult enough even in a modern laboratory; but in the Antarctic it borders on necromancy. The film is hypersensitized and comes in rolls 75 feet long and 9 inches wide. It must be handled in absolute darkness. And to develop a single reel 200 gallons of water are required.

Now water, oddly enough, is a precious commodity in the Antarctic, for the reason that it is produced by melting snow, and coal is the black diamond of the Antarctic. To bring Mac as near the water supply as possible, we jammed the shack next door to the kitchen stove in the mess hall. Chips Gould waved his wand and produced it out of scrap lumber. It was 15 feet by 15 feet, and built so low in the snow that the first blizzard covered it entirely.

There were actually two rooms—the dark room, which was shrewdly cut off from all light, and a space which served as office, drying and chemical room.

It took McKinley and his aides about two months to get everything in order; for everything that he does is distinguished by meticulous care and precision; but at last he pronounced things ready, and plunged into the film "shot" over the Rockefellers, the coastline and the Bay of Whales—eight rolls in all.

The 200-gallon tank was ready to receive the water; Tennant, the cook, unhappily surrendered his stove for the morning, and McKinley hopefully lifted a bucket of snow on the red-hot lid. Half an hour's boiling produced but one-third of a bucket of water—a very sad result. Another bucket was hoisted on the stove, and the first carefully placed on the floor. Before the second mass of snow was reduced to water, the first bucket promptly froze. There was, as we found, a difference of 50° in temperature between the air at one's shoulders and the air at one's feet, owing to the loss of heat in the natural circulation of the air.

We were in a stew then. For several days every available man in the camp was busy making water for McKinley, and every source that could produce enough heat units to reduce snow was pressed into service. The entire camp was turned topsy-turvy and Tennant roared vain protests over the desecration of his stove with unsightly pots and buckets. I dare say there would have been revolution had not our mechanical genius, Czegka, come forward with a most ingenious device. His apparatus consisted of two 50-gallon gasoline drums connected together, with an opening in the top for snow. Under each tank he rigged a large gasoline blow torch. The tanks were set up on pedestals so that the water could be drained off with ease. Thus, the water problem was "licked," and McKinley returned to the good graces of the cook.

But fate was quietly doubling her fist for still other blows. Getting rid of the

(Continued on Page 13)



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS

With Byrd in Antarctica

(Continued from Page 11)

water was an equally difficult job. We could not merely let it drain off outside, as we fondly hoped. The water froze as it fell, and within a few hours a magnificent icicle had completely closed the outlet. So a group of valiant men, who still had the courage to face a snow shovel again, went out in the cold and dug a hole in the Barrier, 25 feet deep and about 4 feet square. The first rush of water hit the bottom with a crash and bore right down through the snow. How far it fell, where it went, no one could tell. We were never able to touch bottom there. But that problem was ended.

There were others. Cold beset them at every turn. Each morning all pipes and drains had to be thawed out before work could be commenced. The developing film was kept warm with heating pads, which were specially made to fit the developing tanks. It was necessary to keep these tanks at a temperature of 70° at all times. Freezing of the solutions at night was prevented by draining them off in a thermos jug. Then there was the matter of drying the developed rolls of film, which must be kept intact. To this end Czegka, who was never at a loss for mechanical answer, contrived an 8-foot roll, the ends of which were buggy wheels—the first, and no doubt the last, parts of that honorable vehicle to find service in the Antarctic. The great difference in temperature that existed over a few feet of height was a problem here. After the reel was finished, McKinley discovered that it must be turned continually, else the film would dry on the top while it froze on the bottom. "I have it," said Czegka. "Just the thing—a small motor." It turned the trick for McKinley, but it played fast and loose with communication, and the radio men were on the verge of nervous prostration while it operated.

But the joyous part came when they started developing, and McKinley and his colleagues plunged into the stygian gloom of the dark room. For a time all would be quiet and serene, evidence that all was going well. It would end on a cry of pain—a collision in the darkness. Then muffled imprecations, rising steadily in grandeur and significance—McKinley had dropped something. Then a stamping of feet—their toes were getting chilly.

For the difference in temperature was hard on the feet: it was not uncommon to see them working stripped to the waist, with a shoulder-high thermometer recording 70°, with fur pants and mukluks protecting the nether regions, and a layer of ice on the floor.

No, we never lacked for excitement when the photographic section was in operation.

. . . When the temperature fell below 55°, kerosene lanterns used in the tunnel would go out, though not a breath of air was stirring. The fuel, of course, had frozen. The rubber insulation on the telephone wires became brittle and broke when handled. Rucker and Van der Veer had a horrible time with their motion picture cameras. In severe cold, the moving parts would bind, owing to unequal contraction. Under 25° below, the film began to break, and the men had to rethread them with bare hands, while their frozen fingers stuck painfully to metal parts. After such an operation, I have seen them dancing about in the snow, hugging their hands under their armpits, like men possessed. The slightest bit of moisture in the cameras froze the moment it was exposed. The instruments were usually left outside, for on coming in contact with the warm air of the houses they immediately were covered with frost. In cases where cameras were brought in, before they could be used again, it was necessary to take them apart, wipe them thoroughly and bake them for several hours near the stove. If Rucker or Van der Veer breathed on

(Concluded on Page 15)

Norton Camera

Here is the popular miniature camera about which you have no doubt had much inquiry.

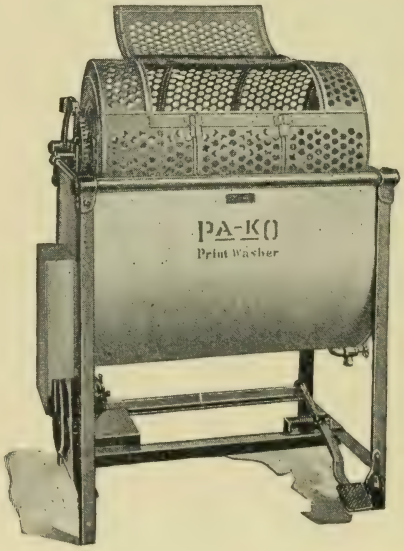
The Norton camera is made of black Bakelite and is attractively designed and very well made. In appearance it resembles a very small folding camera with a square bellows, but it is actually a fixed focus camera of the box type. It is readily loaded by removing the back, and contains a film winding ratchet which can be turned in only one way. A direct view finder of semi-folding type is mounted on top of the camera. This permits the use of the camera for horizontal or vertical picture. The lens is of the single achromatic type and the shutter is operated by a convenient lever.

The picture size is 1-1/4x1-9/16 inches. The camera is 2 inches wide, 4 inches high, including finder and 2-5/8 inches in depth. The sale of Norton cameras will be profitable and will create additional profit through the sale of film and finishing service.

The camera retails for 50 cents. We offer them to you at price of $4.00 a dozen net. Roll film is Eastman made and retails for 15 cents, less your regular film discount. The Norton camera offers maximum value and a greater percentage in profit than any other similar camera which may be offered. They are ideal for general use, and are especially suggested for dealers in the vicinity of C.C.C. and C.W.A. Camps.

Order a dozen today and include liberal supply of film.

Pako Print Washer



Especially valuable in commercial studios or in laboratories where many prints or larger sizes are handled. Will take 250 average size amateur prints per batch, larger sizes in proportion.

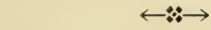
Perforated drum rotates gently in tank of constantly changing water. Drum is electrically driven, and disengages from drive when raised by foot lever. Cover serves as drain tray. Prints are removed without wetting arms. No attention except loading and unloading.

Price $125.

With Byrd in Antarctica

(Continued from Page 13)

the lenses, however slightly, the vapor froze in irremovable frost and went out of action. Yet these two men accepted this inconvenience as part of the job. I have seen few men so absorbed in their work as Van der Veer was absorbed in his photography.



Granular Hypo

The quality of Hypo we offer to photographers has long been a source of satisfaction to our users as well as to ourselves. The crystals are quite uniform in size as well as quite small. This means that they dissolve quite readily. Sometimes it is desired that the Hypo dissolve immediately and absolutely. That is when you will appreciate granular Hypo which we offer in very finely powdered form. The tiny grains dissolve as rapidly as sugar, and granular Hypo is especially recommended for use in the X-Ray field, motion picture laboratories or where work of most exacting precision and scientific nature is done. Granular Hypo is available at only 25 cents per hundred pounds increase over the price charged for crystal Hypo. Some people prefer to pay the extra 25 cents on the keg in order to obtain the granular grade. We have both kinds.

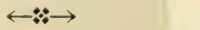
Proof Envelopes

These Proof Envelopes measure 4⅛x 6⅛ inches and are furnished in good quality Kraft or Red Mandarin stock. Both open-end and open-side styles are listed.

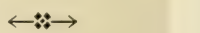
	Per 100	Per 1000
No. 7 O. E. Kraft	$ .40	$2.85
No. 7 O. S. Kraft	.45	3.90
No. 7 O. E. Mandarin (Red)	.45	3.90
No. 7 O. S. Mandarin (Red)	.50	4.50

We Like It

A Pako Economy Dryer has been installed in our finishing department on the sixth floor of our building, and we find that it readily takes the place of a former belt dryer and a glossy print dryer. Our darkroom crew is enthusiastic over the quality and quantity of production, and find that by the consolidation of two pieces of equipment



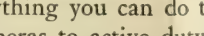
The wayside of business is full of brilliant men who started out with a spurt, but lacked the stamina to finish. Their places were taken by patient and unshowy plodders *who never knew when to quit.*



Take-A-Picture Week

Photography will receive national recognition during Take-A-Picture Week which will be observed from May 20 to May 26. Now is the time to inform the public through suitable publicity and window display and do everything you can to have the public become picture-minded.

It may be that you are in position to invite the public through your studio or workrooms and to explain the so-called mysteries of the darkroom. There are still too many cameras collecting dust on the shelf in closets, that should be exposing film. Anything you can do to restore these cameras to active duty will help you and photography in general.



When Charlie Chaplin was in his prime, he is said to have visited a town where they were holding a competition for the best imitation of Charlie Chaplin. Unknown to anyone present, he entered the competition and came out thirteenth on the list.

A Difficult Lighting Problem . . .



(Photographed by Philip DeWoskins, St. Louis, Missouri)

PHOTOGRAPHIC BULLETIN NO. 4 *(Another of a Series)*

AS difficult a problem as ever confronted a commercial protographer was this: A portrait painting, very old, had been through a fire. It was deeply cracked. The surface was composed of hundreds of segments, each of which had its own plane of reflection. To have photographed it in the same light as that used for reproducing an ordinary painting would have resulted in a monstrosity of lines and blotches. There were no known rules for photographing such an unusual subject. Repeated experiments led to the discovery of the simple method that resulted in the reproduction above. The face only was retouched and without marring the original likeness.

The Lighting Solution

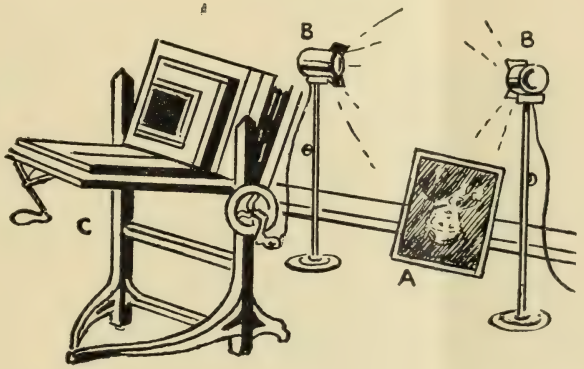
The picture was set upon the floor upside down. The camera was tilted slightly downward, with the plane of the plate parallel with the plane of the picture. The 500-watt lamps were set at angles of 45 degrees to each other, two feet away from this buff-colored wall and two feet above the picture. The lamps were set with the beams striking the wall horizontally, not directed at the picture. The picture received only a diffused light from above. A portrait panchromatic plate was used, timed for a one-minute exposure with lens aperture set at F 6-8.

●

A. Portrait, leaning against buff-colored wall. Exact angle determined by experiment.

B.B. 500 Watt Nitrogen Lights, set at an angle of 45 degrees to each other, beams striking the wall horizontally, two feet above picture. No direct beams upon picture — diffused light only. Lamps set two feet away from wall.

C. Camera, with Goerts-Dagor 12-inch Lens, set full opening—F 6-8.



●

The Chemical Solutions

Plate—Tray developer with Pictol-Pyro solution as follows:

A. Pyro *Mallinckrodt*	1 oz.
Sodium Metabisulphite *Mallinckrodt*	75 grains
Pictol *Mallinckrodt*	75 grains
Water	16 ozs.
B. Sodium Sulphite *Mallinckrodt*	2 ozs.
Water	16 ozs.
C. Sodium Carbonate Monohydrated *Mallinckrodt*	1 oz.
Water	16 ozs.

Take equal parts of A, B and C for developing solution.

Print—Formula as follows:

Pictol *Mallinckrodt*	50 grains
Sodium Sulphite *Mallinckrodt*	1½ ozs.
Hydroquinone *Mallinckrodt*	175 grains
Sodium Carbonate Monohydrated *Mallinckrodt*	1 oz.
Potassium Bromide *Mallinckrodt*	75 grains
Water	½ gal.

To make working solution, use one part of the above stock solution and one part of water at 65° F.

In the reproduction of a difficult subject such as this, purity of the chemicals is of great importance. For the best results they should be made to work with each other. For this reason, Mallinckrodt has perfected special photographic products which are similar in purity and physical form. They dissolve readily, giving crystal-clear solutions. They are made to work together.

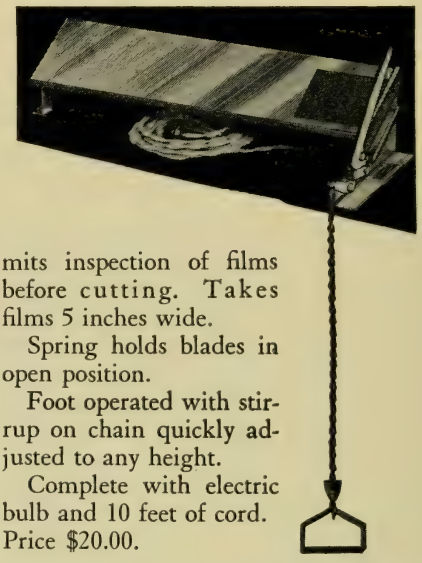
Not content with only chemical perfection, Mallinckrodt Chemicals have also been physically perfected. They flow freely from the containers. Caking or lumping are practically unknown. To prove these advantages, why not accept our trial offer by using the attached coupon?

Hints on Developing Troubles

FOGGING—This may be caused by accidental exposure to light, but it may also be due to chemical causes; too much Carbonate, omission of Potassium Bromide, impure chemicals, improper mixing, wrong proportions, mixing the chemicals together in the wrong order or at wrong temperatures. Adopt a good formula. Follow it closely. (See *The Chemistry of Photography*—bound in durable, cloth cover—50c.)

COLORED DEVELOPING SOLUTIONS—These may be caused by too little Sulphite or an excess of Carbonate. They may come from too high a temperature in mixing (over 125° F.) Impure chemicals or impure water may also cause this trouble. See pages 9-13, *The Chemistry of Photography.* *More and more this compact handbook is becoming the friend of photographers—even old-timers praise it.*

SPEED UP
with the
BARRE FILM CUTTER



Inspect and cut films at one operation — with greater ease. Foot operation leaves hands free and produces remarkable cutting speed.

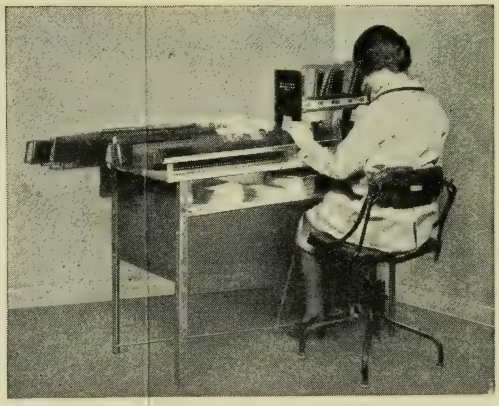
Beautiful chromium plated finish. Simple, sturdy construction with self-sharpening blades made of best tool, steel hardened and ground to keen cutting edge, insures long life.

Readily fastened to any table or bench. Electric bulb under ground glass permits inspection of films before cutting. Takes films 5 inches wide.

Spring holds blades in open position.

Foot operated with stirrup on chain quickly adjusted to any height.

Complete with electric bulb and 10 feet of cord. Price $20.00.



Pako
Film Cutter

Here is a new machine that is going to save a lot of time and money in finishing plants.

The PAKO film cutter is a compact unit that does away with the excessive time and uncertainty of film cutting on tables and with trimmers. In front of the operator is a convenient polished film trough along which the film is guided to the knife where it is cut smooth, clean and straight. Behind the knife is a lighted surface, enabling the operator to judge and sort films prior to printing.

A foot treadle operates the cutting knife. Behind the polished film trough are a series of partitions for filing film ready to be cut and sorted. You will note from the illustration that the order envelope may accompany the film through this operation.

The machine is made of metal entirely, and finished in polished and crackled enamel surfaces. Immediately under the cutting knife is a drawer for scrap. The PAKO film cutter will save many hours of time each week, and will soon pay for itself.

Price - $45.00

Professional Service

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

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First class studio, fully equipped
Studio now closed because of illness

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Retoucher
Alteration Expert

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By Young Man of 21
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SAVE overhead and operating expense.
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Amateur Finishing Outfits, for Roll Film and Circuit Work.
Large Daily Output. Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

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5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

From the Melting Pot to Your Bank Account

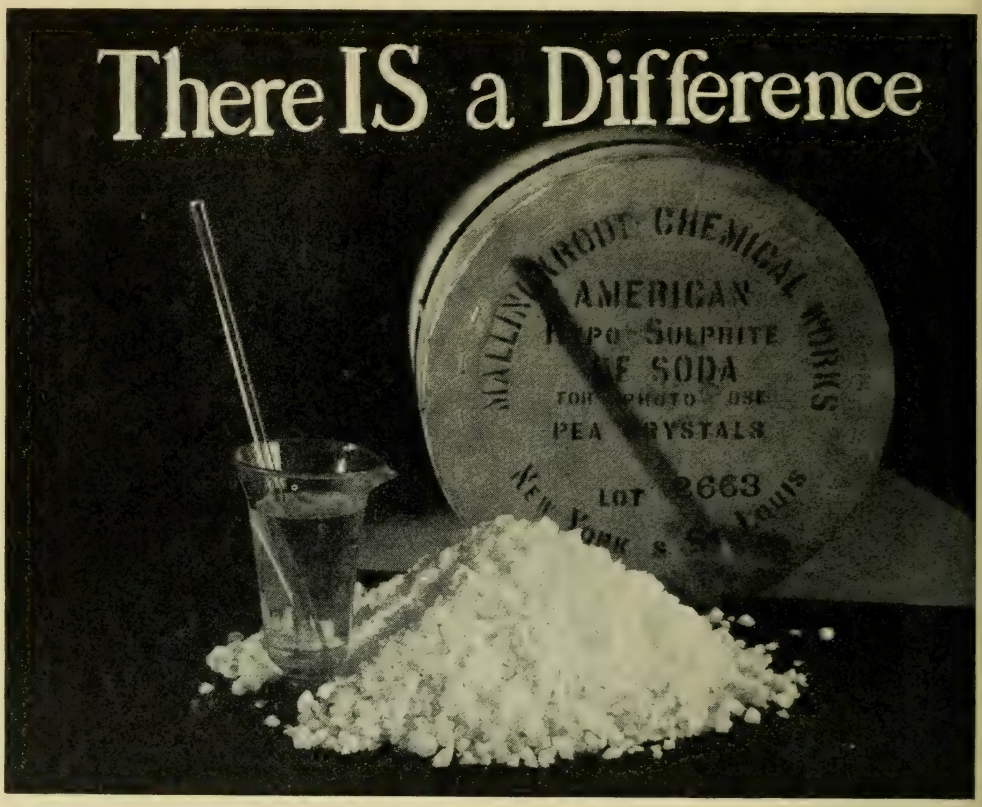
ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by

HIRSCH & KAYE



HYPO is often regarded as "just Hypo," but there really are important differences in quality. Mallinckrodt Sodium Hyposulphite Photo Pea Crystals are carefully selected and packed in the containers which are most convenient for the photographer and photo finisher. It is not merely commercial Hypo.

Mallinckrodt Hypo gives a clear solution, free from excessive sediment and fibres. This means less filtering and fewer spots.

Stocks are carried by dealers in principal cities. Write us for prices and the location of our nearest stock.

Standard containers—100 pound drums and bags—200 pound bags—350 pound barrels.

Second and Mallinckrodt Streets Mallinckrodt CHEMICAL WORKS **St. Louis Missouri**

"Makers of the most extensive line of photo purified chemicals"

NEW YORK CHICAGO PHILADELPHIA TORONTO MONTREAL

A Plan of Safe Darkroom Illumination for Processing Kodak "SS" Pan. Film

The need for suitable darkroom illumination is rapidly increasing with the more widespread use of panchromatic materials. Every photo finisher realizes that to obtain the maximum efficiency from his darkroom workers he must provide them with as much light as is reasonably safe for the handling of negative materials.

The Eastman Kodak Company is offering a plan of darkroom illumination giving high visibility and at the same time providing sufficient safety for the handling of all negative materials, including Kodak Super Sensitive Panchromatic and Portrait Panchromatic Films. The basis of the system is the recently improved Series 3 Wratten Safelight which is specially designed to transmit the rays of the spectrum to which the film is least sensitive.

Necessary Precautions

A number of other conditions, however, must be strictly observed to obtain satisfactory results. The illumiantion must be of the indirect type. This can readily be obtained by using one 10 x 12 inch Eastman Indirect Light Box fitted with a 15 watt 120 volt bulb for every 80 square feet of floor space that it is desired to illumintae. The ceiling and all ceiling fixtures should be painted a matt white. The walls should be painted either a matt white or with Kodak Panchromatic Green Paint which will reflect the light falling uopn it from the Series 3 Wratten Safelight. Benches, tops of tanks and other fixtures may be outlined with a glossy white enamel to make them more readily visible. It is suggested that Kodacoat Paint be used on the mop boards and on any surface requiring protection from chemicals or severe wear.

As all photographers know, safelights are only safe for a certain length of time depending upon the conditions under which they are used. In darkrooms lighted in the manner suggested, it has been found that "SS" panchromatic film may have a perceptible fog density if allowed to remain unprotected from the room lighting for a total time of one minute. It is, therefore, necessary that a cabinet be constructed to shield the film from the room lighting while the film is being attached to the hangers. The hanging cabinet serves also as a storage cabinet, the film being pushed to the rear until all the film is ready to be placed in the tanks.

Film Cabinet Construction

A suitable cabinet may easily be constructed from compo board and light lumber to form a box with one side left open. The interior of the cabinet should be painted a dull black and it should be so placed in the room that light will be prevented from falling into it. If automatic processing equipment is used, care should be taken to shield the feed end of the machine to prevent light from reaching the film as it is carried into the developer tank.

A room illuminated in the manner suggested appears to be in complete darkness to one who has previously been in bright sunshine. The room will gradually brighten, however, until within a few minutes, usually 10 to 12, objects throughout the room will be readily discernible. A striking feature of this type of illumination is readily apparent when the worker leaves the room for a few minutes and then returns. Full visibility returns almost immediately.

The necessity for installing and using the system correctly can not be over emphasized. Direct light from a box fitted with a Series 3 Wratten Safelight

(Continued on page 23)

DEFENDER
BLACK and WHITE
Proof Paper

A developing proof paper for all portrait work

Patrons of the portrait studio of today want to see a "finished" print from which to select their order. For this reason, and because the showing of "finished" proofs tends to make the order more liberal, photographers in increasing numbers are turning from "red" to black and white proofs.

DEFENDER
BLACK and WHITE
PROOF PAPER

It is a paper of medium weight and pleasing pebbled surface.

In speed the emulsion is adapted to either contact or projection printing. The gradation is excellent; the tone attractive. DEFENDER *Black and White Proof Paper* is a fine portrait quality product.

DEFENDER *Black and White Proof Paper* is offered at attractive prices.

Size	*Doz.*	*Half Gross*	*Gross*	*500 Sheet Package*
5 x 7	$ .25	$1.25	$2.35	$ 7.35
5 x 8	.30	1.50	2.70	8.45
7 x 10	.50	2.45	4.60	14.40
8 x 10	.55	2.80	5.20	16.25
10 x 12	.80	4.15	7.80	24.40
11 x 14	1.00	5.25	9.95	31.10

Order today
from HIRSCH & KAYE



Veribest Overflow Stopple

This accessory instantly and conveniently converts any sink, tub, basin, or other fixture into a wash tray of large dimensions, with running water.

Price $1.00

HIRSCH & KAYE

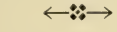
We Make Our Establishment Human

We are often spoken of just as "the stock house," but we like to feel that we are more than that.

We must endeavor to have in our stocks, at all times, such items as you may require; we must have them for you *when you want them* and we must sell them at prices commensurate only with the service we can render.

But beyond these things it is our aim to be an organization of individuals devoted to the idea that we must make it *easy for you* to do business with us.

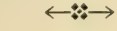
It is just this additional aim that makes our establishment human; takes it out of the class of the commonplace and puts it in position to become as much a *part of your organization* as is your own studio.



Dry Mounting Gevaluxe

Photographers who plan to produce pictures on Gevaluxe and will use the dry mounting method in attaching the prints to cards should heed this suggestion. It is important that a piece of photo blotting paper be placed on the emulsion side of a Gevaluxe print before the pictures are placed in a hot press. This is due to the patented and unique surface of the paper.

Gevaluxe prints may be dried in a belt dryer if a hardening bath of 2% Formaline is used after the prints have been fixed and washed.



Darkroom Illumination

(Continued from page 21)

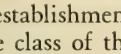
must not be permitted to fall directly upon the film without first making fog tests to determine the safety period. Larger bulbs than those recommended must not be used. Workers should be warned periodically of the danger resulting from careless handling.

Kodak Auto-Focus Enlarger Model B

This efficient little enlarger, used by many photo finishers, has been improved to accommodate a Mazda Photoflood Lamp which greatly increases illumination, offering the choice of a wider range of enlarging papers. A built-in switch permits of two degrees of light intensity. It accommodates 4x6 or smaller negatives and enlarges from 1½ to 3½ diameters.

PRICE

Kodak Auto-Focus Enlarger Model B, with Kodak Anastigmat Lens, all-metal paper holder, set of seven flexible masks and electric cord.....$40.00



Easy to Read

Black on white is generally assumed to be the most legible combination of colors. As a matter of fact, it comes sixth.

A scientist's analysis of the colors shows that the order of legibility is:

1. Black on yellow.
2. Green on white.
3. Red on white.
4. Blue on white.
5. White on blue.
6. Black on white.
7. Yellow on black.
8. White on red.
9. White on green.
10. White on black.
11. Red on yellow.
12. Green on red.
13. Red on green.
14. Blue on red.

Refer to this when you have cards made for your windows.



For Sale

Well established and fully equipped studio in heart of San Francisco business district. Will sell with or without equipment.

Box 2342 THE FOCUS

All Hail . . .

COLUMBIA Easel



A brand new (easel) mounting at an extremely low price.

Made in Grey only for your every-day black and white prints.

Furnished in all standard sizes from 3x4 to 8x10 at prices ranging from $5.25 to $15.50 per hundred—the 4x6 size lists at $6.75 per hundred.

You should *see* a sample of this Easel. If your salesman overlooked showing you the COLUMBIA, send for—

SAMPLE OFFER SS-7

Enclose ten cents in postage for sample of the 4x6 size and we will include sample of the SMILE Easel—a (miniature) novelty for the young folks.

Remember—you can order *when you need*—
in quantity *as you need*—from your stockhouse.

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

I heard Mr. Bogue tell the salesmen about some new albums. He said these albums had fly leaves.

When you have special pages for the flys—thats service.

♣ ♣

I met a girl I used to know and trying to say something nice I said—I saw you taking a tramp through the park last Sunday.

She says—HOW DARE YOU!—That was my father.

This girl talks with her eyes and she left me with a cursury glance.

♣ ♣

Im glad times are getting better. Last year things were so bad the gangsters took their victims for a walk.

♣ ♣

Do you know that the moon affects the tide?

Also the untied?

♣ ♣

Is the president of a gambling club a vise president?

♣ ♣

The shipping clerk stopped me one morning and said—Jerry, theres a dollar missing out of the carfare box in my desk. Only you and me have a key. How about it?

So I says—well, lets put in 50 cents apiece and say nothing.

♣ ♣

A man's life is divided between 2 tubes—inner and radio.

A friend of mine wants me to go camping with him this year, but nothing doing.

He has whistling Azma and last time we went on an overnight hike there were 4 dogs in bed with us when we woke up.

♣ ♣

They say animals are not superstishus. Maybe not, but whoever heard of a mouse passing a white cat on a stairs on Friday?

♣ ♣

There once was a man not unique
Who imagined himself quite a shique,
  But the girls didn't fall
  For the fellow at all—
He only made twenty a wique.

♣ ♣

Perhaps Al Smith was right when he called these inflated dollars Baloney Dollars. President Roosevelt figured the country was going to the dogs so he just took the dogs and made baloney dollars.

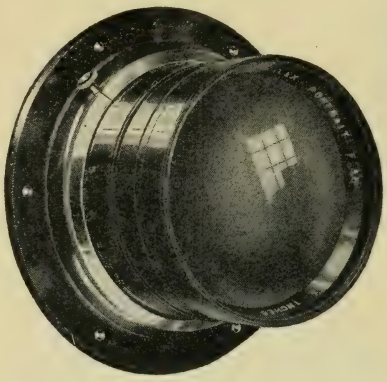
♣ ♣

Behold the humble alley cat,
  A thing for jests and knocks,
Around my lady's neck his skin
  Is changed to silver fox.

Behold the tiny baby steer,
  A cute, tho awkward thing.
For him good money we will pay
  As chicken a la King.

JERRY.

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY ROCHESTER, NEW YORK



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

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HIRSCH & KAYE

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766 Clinton South Rochester, N. Y.

Korona Cameras and Turner-Reich Lens are Sold by

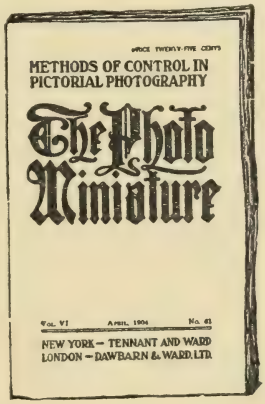
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Bargain Lenses

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
130B	Barre Portrait	F.5	6″	no	$21.00	$12.50
130G	Goerz Dagor	F6.8	4¾″	Compound	50.00	19.50
100B	B & L Protar	F18.	5 9/16″	no	33.00	15.00
172A	B & L Kodak Anastigmat	F6.3	6⅞″	Compound	47.00	20.00
130C	Barre Portrait	F.5	7″	no	29.00	14.00
92F	Heliar, in sunk mount	F4.5	6½″	no	55.00	25.00
124K	Versar	F.6	6½″	Regno	35.00	17.50
96D	Xenar	F3.5	8¼″	no	71.30	32.50
82H	Tessar I C	F4.5	15-19/32″	no	274.00	150.00
84G	Radar Anastigmat	F.4	7¼″	no	64.50	48.00
94H	Verito	F.4	8¾″	no	42.50	29.50
1C	Radar Anastigmat	F4.5	7½″	no	64.50	48.50
132D	Seroco	F6.8	7″	Double Valve	25.00	9.00
92I	Carl Zeiss Tessar	F4.5	7″	no	58.30	39.00
98D	Tessar I C	F4.5	4 7/16″	no	25.30	18.00
58K	Cooke Portrait IIA	F3.5	10″	no	207.00	150.00
64B	Emil Wide Angle	F.12	4½″	no	45.00	19.00
126I	Velostigmat IIIA	F12.5	5⅜″	no	46.00	19.00
92F	Darlot Portrait	F.5	11½″	no	48.00	29.00
90F	Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
100A	Tessar 11B	F6.3	10″	no	78.95	27.50
100F	Tessar I C	F4.5	14″	Compound	146.00	69.00
104H	Paragon	F4.5	12″	Universal	145.00	69.00
136C	Kodak Anastigmat	F6.3	6½″	Universal	25.00	9.50
136A	Verito	F.4	11½″	Studio	65.00	29.00
136B	C Zeiss I C	F4.5	5¼″	Compound	93.00	23.00
190I	Vitax	F3.8	16″	Studio	186.00	95.00
72E	Wollensak Portrait	F.5	15″	no	72.00	39.00
80A	Gundlach Portrait	F.4	14″	no	100.00	42.00
134A	Goerz Dagor	F6.8	12″	Sector	130.00	45.00
74C	Goerz Dagor	F6.8	4⅛″	no	37.50	25.00
134I	Xenar	F4.5	6″	Compound	68.00	39.50
100J	Carl Zeiss Tessar	F4.5	6″	no	42.35	27.00
96D	Xenar	F3.5	8¼″	no	71.30	32.50
102A	Kodak Anastigmat	F4.5	8½″	no	62.50	42.50
100D	Dall 3A	F.4	16″	no	221.00	79.00
136G	C. Z. Dagor	F6.8	12″	Compound	179.00	50.00
136H	Valos Ser II	F4.5	12″	Betax	149.00	70.00

Bargains for the Photographer

TISSUE ENCLOSURES

These are transparent tissue enclosures, without flap and designed like negative preservers. Size 7¼x10.

Bargain Price

60 cents a hundred
$2.50 for 500
4.50 for 1000

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—10 gal.	8 in.	8 in.	38 in.	**$21.00**
1—14 gal.	8 in.	9½ in.	42 in.	**24.00**
4—18 gal.	10½ in.	9½ in.	42 in.	**27.50**
5—24 gal.	14 in.	9½ in.	42 in.	**33.00**
4—29 gal.	17 in.	9½ in	42 in.	**38.50**

Terms if desired

2 CORK FLOATING LIDS

For 8x12 Sterling Tanks.

Bargain Price ..... **$1.00 each**

MASTER CENTRIFUGAL GLOSSY PRINT DRYER

Consists of a large cage in which you place your squeegee tins and revolve them by means of motor attached. No heat is required as circulation of air dries the prints, which fall to the bottom of the cage and are easily removed. A practical dryer for only **$40.00**



BARRE CANDLE LAMP

with 1 each ruby and amber glass

There are still many places where regular dark room illumination is not available, and the Barre Candle Lamp will provide emergency light for your temporary dark rooms. Glasses measure 4x6 inches, large enough for amateur or professional use.

If you care to cut a hole in the bottom of the lamp, it can be used with electric light bulbs, giving you a good, but inexpensive lamp.

Barre Candle Lamp

25 cents

4x5 HAMMER PRESS PLATES (H & D 1400)

These are really fast plates of which we have an over-stock. They are about a year old but still in excellent condition.

Special price, per dozen ..... **65 cents**

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price ..... **20 cents each**

No. 123 Photo Mailers	4½ x 7	Special price per hundred	**$ .90**
No. 234 Photo Mailers	5½ x 11¼	Special price per hundred	**1.00**
No. 240 Photo Mailers	6½ x 13¼	Special price per hundred	**1.25**
No. 246 Photo Mailers	7½ x 15¼	Special price per hundred	**1.65**
No. 162 Photo Mailers	13¼ x 17½	Special price per hundred	**4.00**
No. 160 Photo Mailers	12 x 18	Special price per hundred	**4.50**
No. 157 Photo Mailers	12¼ x 16¼	Special price per hundred	**4.25**
No. 154 Photo Mailers	12½ x 14½	Special price per hundred	**4.00**

Bargains for the Photographer

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price** **$135.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter A complete outfit for **$260.00**

Oak Table with 22" square top. A real bargain for **$2.50**

Dark Oak Chair with round seat and 9-piece back support. Has swivel action. Another bargain for only **$1.75**

Light Oak Swivel Tilting Back Chair with castors.
A bargain for **$2.75**

SERIES C COLOR FILTERS
Equal in color value to W & W G Filters

⅞ inch round in cap mount	**$1.10**
1⅛ inch round in cap mount	**1.10**
1 7/16 inch round in cap mount	**1.25**
4½ inch round in cap mount	**4.90**

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

K. C. Glossy Print Dryer. This is a gas-heated cabinet which will receive up to fourteen 18x24 ferro-type tins with plenty of space between them. There are no moving parts in this dryer, aside from a fan which continually changes the air in the cabinet. We include ten 18x24 japanned ferro-type plates in the bargain price, **$35.**

Motor-driven Squeegee Wringer. This is a Peerless heavy duty wringer with rollers which measure 3x24 inches each. It is mounted on an all-metal base and operated by an efficient electric motor, and will render much satisfactory service.
Bargain Price **$50.00**

11x14 Crown Printer in excellent condition. Really looks like new.
Bargain Price **$37.50**

Halldorson Concentrating Spotlight. Offered at bargain price of **$25.**

Aristo Proofing Lamp. This is the well known Aristo Arc Lamp which is still considered the best lamp for printing-out proof paper. These lamps are difficult to obtain, and we now offer one at bargain price of **$15.00**

Marguerite Arc Spotlight with full set of decorative stencils. Here is a real bargain for only **$67.50**

22" Easy Photo Wringer in good condition. A bargain for somebody at only **$15.00**

No. 620 Riverside Wringer with rollers that measure 3x20. A heavy duty wringer, motor-driven and in practically new condition.
Bargain Price **$95.00**

Guillemont Opal Plates matte finish. We offer a limited number at bargain price of only 70 cents for a box of 12.

WESTON ELECTRIC EXPOSURE METER



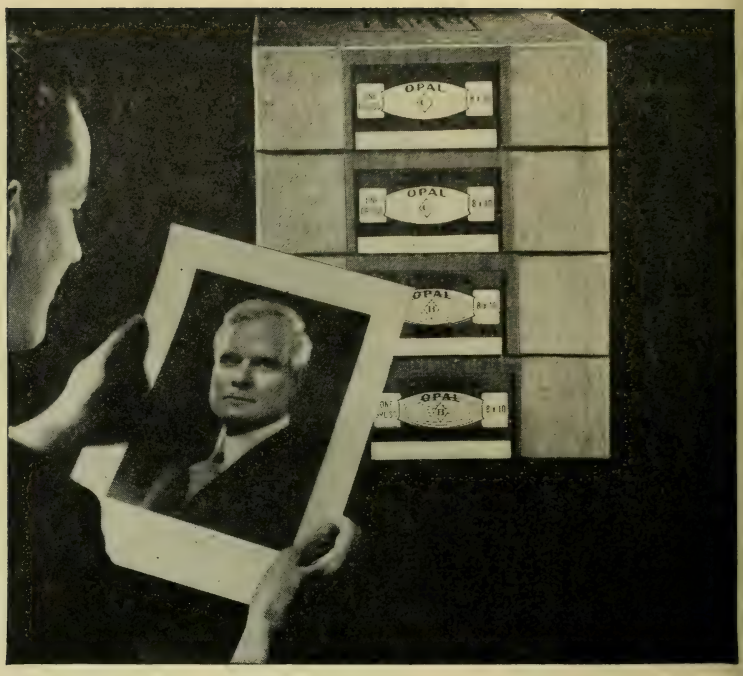
Model 617 Type I. These are new meters, recently replaced by a later model.
Price, with case **$15.00**



PROTECT YOUR PROCESSING RESULTS

SINCE 90% of darkroom troubles may be attributed to the use of improper chemicals, Eastman Tested Chemicals are specified in all Eastman Formulas. Their use is your protection against processing difficulties.

Specify
EASTMAN **TESTED CHEMICALS**



YOUR CUSTOMER BUYS A PRINT

THE skill of the workman is judged by the product of his labor. That is why the thoughtful workman chooses Vitava Papers. He knows the quality of his negatives will be enhanced by prints on Vitava—that enlargements on Vitava Opal actually improve upon contact print quality.

Show your skill and increase your sales by delivering Vitava prints. Eastman Kodak Company, Rochester, New York.

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FOR CONTACT PRINTS AND ENLARGEMENTS

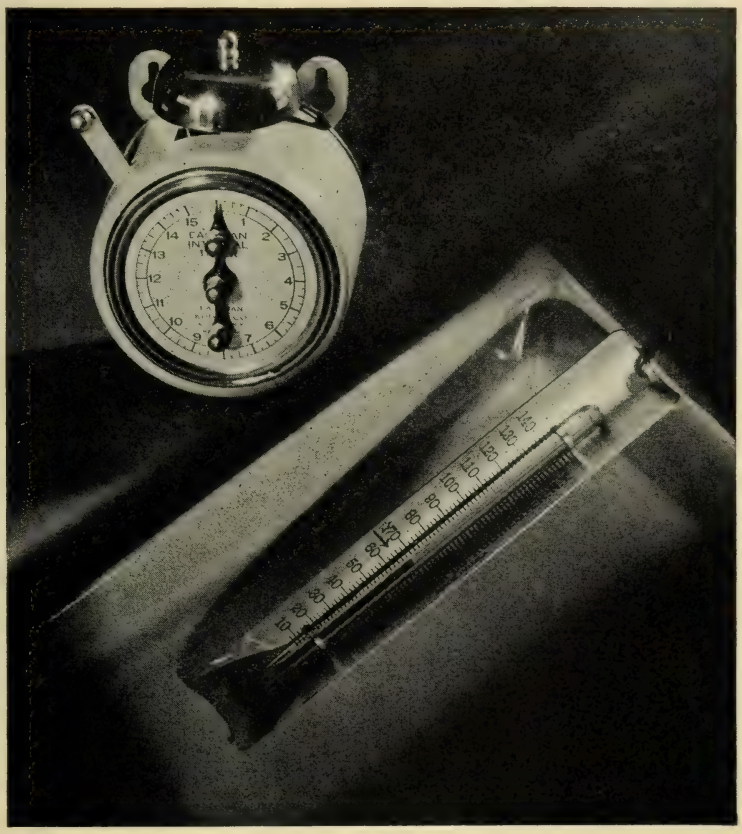
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THE FOCUS

Published Monthly in the Interests of
Professional Photography

VOL. X APRIL, 1934 No. 4



Time and Temperature,
the foundation of your developing processes

Published by
HIRSCH & KAYE
239 Grant Avenue
San Francisco

Artura Iris

for Portraits

DEFENDER produces Artura Iris in an attractive assortment of fine paper stocks. Each surface is selected to be in harmony with the quality appeal of this dependable medium for photographic portraiture.

IRIS SURFACES*

B	*Cream Semi-Matt, D.W.*
C	*Cream Matt, D.W.*
D	*White Platinum Matt, D.W.*
DL	*Velvet Grain White Luster, D.W.*
DM	*Velvet Gray White Matt, D.W.*
EL	*Velvet Grain Buff Luster, D.W.*
EM	*Velvet Grain Buff Matt, D.W.*
LER	*Rough Buff Matt, D.W. Light Tint.*
ES	*Smooth Buff Matt, D.W.*
F	*Veltex, S.W.*
I	*White Rough Matt, Med. Wgt.*
J	*White Platinum Luster, D.W.*
K	*Buff Platinum Luster, D.W.*
Y	*White Silk, D.W.*

*All *Iris* Surfaces, except B. D. and Y. are duplicated in Defender *Veltura*. This provides ideal matching quality—*Artura* Iris for contact; *Veltura* for projection.



DEFENDER PHOTO SUPPLY CO., Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 Grant Avenue, San Francisco

VOL. X APRIL, 1934 No. 4



Introducing—
R. F. SCHUENMAN

In the Northwest portion of Nevada is the town of Winnemucca. It is located on the Lincoln Highway and is a stopping place for transcontinental trains. A studio was recently opened in Winnemucca, and contains the interesting features of beauty shop and photographic service. The studio is conducted by Richard F. Schuenman, while his wife operates the beauty parlor. Not that the people of Winnemucca need the attention of a beauty specialist before they are photographed, but the photographers will appreciate the advantages of this unique combination.

Mr. Schuenman was born in Ogden, Utah, of German parents. A few years ago, he spent several years in Germany in another capacity, during which time he became interested in photography, especially as it is undertaken in Germany. On his return to America, he located in Winnemucca and soon saw the opportunities for bringing his studies into practical use.

He likes photography and it is only natural that his hobby should be pet animals. He is an ardent lover of all animals, the great outdoors and the beauties of nature. The Schuenman family includes two children.

←❖→

Don't worry over what other people may do. The important thing is to know what you will do when the time comes.

When People Buy

The Boston Federal Reserve bank has completed a survey to determine on what days of the week people do most of their buying.

This is the way the weekly total sales of retail stores are distributed:

On Monday	16.3%
On Tuesday	15.7%
On Wednesday	16.4%
On Thursday	15.8%
On Friday	14.7%
On Saturday	21.1%

This would seem to prove—in Boston and environs at least—that Friday and Tuesday are the days for specials. Thus some of the load might be taken off Saturday and daily sales made more even.

←❖→

Below Cost Selling

Analysis of 144 industrial codes accepted or awaiting acceptance reveals this on the "below-cost selling" matter:

16 codes provide against selling below the individual or the seller's actual cost.
2 prohibit selling below the lowest cost of members computing their costs in accordance with the code.
6 prohibit selling below the average cost in the industry.
2 prohibit selling below cost plus reasonable profit.
93 prohibit selling below cost without particular specification.
11 prohibit selling below minimum prices.



She Threw Shakespeare Out of the Window!

The maid of the house tossed out a volume of Shakespeare and explained by saying that she found it among the old magazines, without a cover. People somehow treasure good work as it deserves when it is bound in appropriate covers, built amid attractive surroundings, clothed in fitting garments and arranged in *becoming mounts.*

The things they justly value, they justly pay for.

* * * * *

Above, we illustrate the "Cameo" Easel with "Y-Beam" Back.
Colors Gray or Brown

A becoming easel designed with simple tailored grace. Plenty of charm yet carefully refined to please those who would prefer *easels* if they could get them in modest motifs.

A trim narrow band of silver and black on the gray or gold and black on the seal gives the "Cameo" just the right amount of sparkle.

Manufactured by

The Gross Photo Supply Co.

Toledo, Ohio

Distributed by

HIRSCH & KAYE

239 Grant Avenue, San Francisco, Cal.

U.V. Rapid Filters

for "still" and "cine" cameras

THE NEW CLOUD FILTER

Without Prolongation of Exposure

U. V. RAPID filters are made of finest optical glass, dyed in the mass a uniform, spectroscopically tested, pale GREEN,—absolutely stable, unaffected by humidity, heat or exposure to sunlight.

The filters are optically ground into round discs with flawless and perfectly parallel surfaces, and polished on both sides into so-called optical "flats."

U. V. Rapid filters exclude all of the Ultra-Violet and the invisible—yet highly actinic—rays of the blue spectrum end. The passage of all other light is, however, NOT impeded.

U. V. Rapid filters do not serve for general color correction and are not substitutes for the various specific color correcting filters, as for instance the uniform-yellow filters of the Orthoplan sets, Wratten sets, etc.

U. V. Rapid filters are specifically CLOUD and SKY filters, improving vastly the rendering of Clouds, Sea, Snow, where the abundance of actinic blue must be held back to give to the other sections the adequate normal exposure.

As these filters exclude only the excessive kind of light, they are used, on any emulsion.

An adjustment to horizon line — as would be necessary with oblong graduated clear—to—yellow Sky filters—is, of course, not required with U. V. RAPID filters, which are also smaller and lighter.

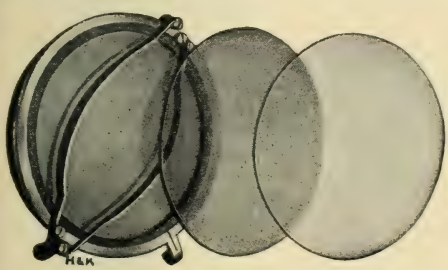
METAL MOUNTED

U. V. Rapid Filters, without holder



Fact No.	Diameter MM	Diameter Inches	Price
6512	19	¾	**$2.10**
6522	25	1	**2.55**
6532	31	1-7/32	**2.90**
6542	39	1-17/32	**4.30**
6552	51	2	**6.10**

ROUND HOLDER & ONE DISC



Diameter MM	Diameter Inches	Fitting Lens Mounts From	To	Price
19	¾	¾	⅞	**$3.00**
25	1	¾	1	**3.50**
31	1-7/32	⅞	1¼	**4.00**
39	1-17/32	1⅛	1⅜	**5.50**
51	2	1⅜	2	**7.50**

GLASS DISCS ONLY

U. V. Rapid Filters

Diameter MM	Diameter Inches	Price
19	¾	**$1.90**
25	1	**2.35**
31	1-7/32	**2.70**
39	1-17/32	**4.10**
51	2	**5.90**

The Focusing Microscope



MAKE ENLARGEMENTS WITH THE EASE AND ACCURACY OF CONTACT PRINTING!

RETAIN ALL THE SNAP AND DETAIL OF YOUR ORIGINAL NEGATIVE!

THE FOCUSING MICROSCOPE is simple to use, and positive in results. It eliminates all waste and spoilage due to poor focusing and assures the best possible result from your negative. It is accurate to a microscopic degree which cannot be attained by the unaided eye.

Price $15.00

An Amazing Aid to Retouching

Master Touch

RETOUCHING FLUID

Saves hours of retouching time. Quicker, easier work—vastly finer retouching. Takes more lead. Contains no resin. Valuable ingredients found in no other retouching fluid. Sold on Money-back Guarantee. Order this time and money saver now.



PRICE 50c

HIRSCH & KAYE

Have it!

Adventures of a Kodak

It has been said that there are too many cameras collecting dust on a shelf in a closet. Recovery for photo finishers depends somewhat upon the activity of these cameras.

Recently we received a letter from a customer who referred to his camera as follows:

". . . I have still the old 3A Eastman (and it still functions perfectly) I ordered while I was on the Island of Guam. In the interim I have taken something over 8000 pictures with it. Tho in the last year I have retired it in favor of more modern equipment.

"This old 3A has quite some varied history. Once I dug it out of the wreckage of a native shack following a typhoon—I dried it out and we went into business again. On the Transport Buford—the hold was flooded. That was the time it lost most of its leather. At Vallejo it was stolen and pawned—and recovered.

"For two years—I hocked it every two months down on Market Street—and would get it out the next month—five for six.

"I lost it twice in Iowa—and five years ago I lost it off my saddle in the Kaibab and three months later a Forest Ranger found it and sent it to me. Then I wound up by dropping it in the Kern River (Calif.)—that time I had to send the shutter in to the factory—it just couldn't take it any more.

"With the advent of faster films and better times I am considering putting the old job in commission again."

←❖→

Leota Tucker announces the opening of her new studio in the Court of the Golden Bough in Carmel. The announcement was suitably made on attractively printed cards, as well as an equally attractive photographic announcement. Photographers who pass through Carmel will find the new studio a charming place to visit.

Developers in Handy Packages

D-72 and D-76 formulas are now available in time-saving packages. D-72 is Eastman's all-around Elon-Hydroquinone Paper and Film Developer. Each package contains instructions covering the proper development of Azo, Velox, Eastman and P.M.C. Bromides, and similar papers. D-72 is also suitable for press work on film and plates, as well as amateur roll films and film packs. D-76 is Eastman's borax developer for fine-grain negatives, an Elon-Hydroquinone developer, for Kodak "SS" Pan, Panatomic, Verichrome, regular Kodak Film, and Eastman Super Sensitive Panchromatic Film and Wratten Hypersensitive Panchromatic plates. D-76 is used in tray, film tank, or deep tank. Prices follow:

D-72 Developer—

Package sufficient to prepare:

1 quart	$ .25
½ gallon	.35
1 gallon	.65

D-76 Developer—

Package sufficient to prepare:

1 quart	$ .25
½ gallon	.35
1 gallon	.65

Order from

HIRSCH & KAYE

←❖→

In 1930, approximately 30,000 persons died who had allowed their insurance policies to lapse within the previous 12 months. These policies totaled 30 million dollars.

←❖→

In Abyssinia every man before marriage must obtain a "guarantor," an older man who swears under oath that he will financially compensate the wife throughout her life whenever the husband fails to fulfill a promise or mistreats her.

The Code Has Been Signed!

The Code of Fair Competition for photographic and photo finishing industry was officially approved on March 23 and became effective April 2, 1934. It was our intention to publish fully the entire Code in this issue of The Focus, but we learned that all photographers on the mailing list of the various portrait, commercial and photo finishing organizations would receive their individual copies direct by the Code Authority in Washington. For this reason, we merely publish some of the highlights of the Code. If you did not receive your complete copy, you can obtain an official copy from the Superintendent of Documents, Washington, D. C., on payment of 5 cents. Hirsch & Kaye now have a limited number of copies for free distribution. You are welcome to a copy as long as the supply will last.

The term "Photographic and Photo Finishing Industry" as used in the Code includes the production and sale of photographic reproductions and/or prints, plates, packs and/or the printing thereof and such related branches or subdivisions as may in the future be included in this Code. The term does not include photostat, blue print, X-ray or motion pictures. The industry is divided into three divisions, (1) Portrait Photography, which includes the production and sale of photographic reproductions of persons for other than commercial or professional use. (2) Commercial Photography which includes the production and sale of photographic reproductions of persons for commercial or professional use, property and documents. (3) Photo Finishing, which includes the development and/or printing of exposed film or plates for a consideration.

Article III—Hours

No cameraman or driver shall work in excess of forty-eight hours in one week and shall be paid for a 48-hour week at a proportionate increase over the basic pay for a 40-hour week.

No watchman, individual owner or employee engaged in a managerial capacity receiving $35.00 a week or more shall work more than 52 hours in one week.

No other employee except outside salesmen shall work more than 40 hours in one week.

Employees are permitted overtime to the extent of 144 hours in any one calendar year, provided all overtime hours be paid at the rate of not less than time and one-third.

No employer shall engage an employee for any time when time totalled with that already performed for another employer exceeds the maximum time permitted.

No employee shall work on more than six days in any seven-day period.

Article IV—Wages

No employee shall be paid at less than the rate of $15.00 per week in cities of 500,000 population, or $14.50 in cities of 250,000, $14.00 in cities under 250,000.

A messenger or apprentice can be employed for not less than $12.00 a week, provided, however, that no employee shall be considered an apprentice who has worked for any employer in the photo finishing division for more than six weeks or for a portrait or commercial photographer for one year.

The minimum rate of pay per week is to be official, regardless of whether an employee is compensated on a time rate, piece-work or other basis.

Article V—Labor Provisions

No person under 16 years of age shall be employed in the industry, nor any person under 18 years of age at operations or occupations considered hazardous in nature, or detrimental to health.

Within each State this Code shall not supersede any laws of such State impos-

ing more stringent requirements upon the employer regulating the age of employees, wages, hours of work or general conditions. (We suggest you provide yourself with information about these conditions as they apply in your State.)

ARTICLE VIII—TRADE PRACTICES

It will be considered unfair competition to—

(A) Withhold from or insert in an invoice or order statements or entries which make such document a false record.

(B) Mark or brand falsely any product of the industry which has the tendency to mislead or deceive customers or prospective customers, whether as to the grade, quality, quantity, substance, character, nature, origin, size, finish or preparation of any product.

(C) Make or cause or knowingly permit to be made any false, inaccurate or deceptive statement by way of advertisement or otherwise concerning the grade, quality of anything pertaining to the finished product of the industry or the credit terms, values, policies or services of any member of the industry, or otherwise, having the tendency or capacity to mislead or deceive customers or prospective customers or to injure competitors.

(F) Use the word "free" or any expression of similar nature in conjunction with or with reference to the sale or offer for sale of any industry product or service.

(G) Copy without the maker's permission proofs which bear the name of the maker when his establishment is still in existence.

(H) Use any subterfuge to frustrate the spirit or intent of the Code.

PORTRAIT DIVISION

Unfair competition which include the circulation or sale of coupons, certifiates or similar devices to prospective customers with representation that they may be applied in whole or in part on the purhase price of a portrait photograph, except in accordance with the following regulations, but in no event shall a member utilize the coupon or certificate or similar method of sale, outside the trade area of the city in which he maintains a permanent studio.

A member desiring to sell his products in conjunction with the use of coupons, certificates or other similar devices shall file with the Code Authority at least 10 days prior to the commencement of the use of such method on a form to be prescribed by the Code Authority the information required in Schedule B.

(B) To sell or offer to sell industry products or services outside the trade area wherein is located a permanent studio or finishing plant of the member selling such products or service except in accordance with regulations as prescribed by the Code Authority.

(C) To subsidize secretly prominent persons for the purpose of using their names and/or photographs for advertising or display.

(E) To advertise or publish the selling price of portraits without stating whether or not such price includes folders and/or mountings.

PHOTO FINISHING DIVISION

It shall be considered unfair competition to allow any credit on any photo finishing product previously sold for any reason, other than the unsatisfactory nature of said product.

(B) To fail to attach to containers of Division products the NRA Code Insignia, when entitled to do so in accordance with the provisions of this Code.

ARTICLE IX—ACCOUNTING AND SELLING

Within thirty days after the effective date of this Code, each member of the industry shall file with the Code Authority or regional boards copies of price lists and schedule, including the true name and/or ownership of the business, filing such lists and schedules, covering al products or services offered for sale by such members, which lists and schedules shall include all the terms and con-

ditions of sale, the list price and trade discount applied for each kind and size of each product or service, a complete and detailed description of each production or service, whether offered singly or in combination with other products; complete details and including differentials for grade, size and quantity.

No member shall sell any of his products or render any service on a basis at variance from the provisions of this Article, except in accordance with regulations which may be issued from time to time by the Code Authority, provided, however, that a member may sell at a lower priee when necessary to meet competition, but at not less than the lowest price, not in violation of this Code offered by any competitor.

Terms of sale in the commercial and photo finishing divisions shall not exceed thirty days at end of month.

In the photo finishing division trade and quantity discounts shall not exceed the provisions of Schedule C.

Administration

For administrative purposes, the country is divided into thirty regions. The Western territory has been allotted and the temporary regional directors are as indicated:

Region 25:
R. H. Sigler, Boise, Idaho.
F. J. Carrigen, Casper, Wyo.
F. S. Rinker, Kellogg, Idaho.

Region 26:
O. E. Jorgensen, Salt Lake City, Ut.
Wm. L. Ford, Denver, Colo.
A. Haanstad, Denver, Colo.

Region 27:
A. R. Buehman, Tucson, Ariz.
T. H. Parkhurst, Santa Fe, N. Mex.
M. E. Hanna, Albuquerque, N. M.

Region 28:
Mose Grady, Seattle, Wash.
C. F. Palmer, Portland, Ore.
Edwin Mayer, Portland, Ore.

Region 29:
Henry Sackrider, Marysville, Cal.
Myron Wurts, Jr., San Francisco, Cal.
Nathan Reiman, Stockton, Cal.

Region 30:
John E. Watson, Los Angeles, Cal.
L. J. Inman, Long Beach, Cal.
S. U. Bunnell, San Diego, Cal.

←⁂→

A special meeting of the Master Photo Finishers, Central California Division, was held at the Hotel Oakland in Oakland, March 31. Following an enjoyable dinner, Mr. J. Gordon Hill, associated with a local firm of public accountants, discussed the National Code from various angles. The thirty-seven people who were present enjoyed the meeting, after which the following officers were elected:

William Blewett ..... President
Merle Lovett ..... 1st Vice-President
George L. Merwin ..... 2nd Vice-Pres.
Carl Jones ..... Secretary-Treasurer

←⁂→

The Associated Portrait Photographers of the Sacramento and San Joaquin Valleys held their regular meeting in Sacramento on March 24. The principal order of business was the election of officers, and apparently the members were well pleased with their leadership of the past year, for they unanimously re-elected the officers for another term. And the officers were willing to continue their services.

←⁂→

Ink stains, even India ink, can be removed from photographs by putting some ammonia on a tuft of cotton, rubbing the stain lightly until it disappears, and then washing the print to remove the ammonia. This is something worth knowing.

←⁂→

For the information of a goodly number of inquiring friends, a "fine-grain" developing formula for Defender Film is here given:

No. 4 Metol-Borax Developer

Water	1 gallon
Metol	146 grains
Sodium Sulphite (dry)	10 ounces
Hydrochinone	175 grains
Borax	290 grains

Develop 7 to 10 minutes at 65° F.

—*Defender Bulletin.*

New American Made Telescopes

Encouraged by the tremendous success of their 6 power Achromatic Telescope which retails for $2.50 and has been pronounced by many "the greatest telescope value ever produced," the Wollensak Optical Company, Rochester, New York, has introduced a complete line of American made Achromatic Telescopes. Because of their superior optical systems and handsome construction these new telescopes are considered the finest in the world in their price classes. They are excellent for all-around sports use and especially suited for use as spotting scopes by marksmen.

Precise achromatic lenses give clear, accurate images without edge blurs, color fringes or eye-strain. Handsome rhodium plated draw tubes and attratively ribbed vulcanized fibre body are exceptionally sturdy for every purpose. True-fitting tubes permit quick, easy focusing and assure perfect alignment of lenses at all times.

Prices range from 6 power at $2.50 to 45 power at $42.50. Each in a durable, waterproof case and is guaranteed to give satisfactory performance.

Hirsch & Kaye *have them.*



Larger Cut Film Magazine

A new 3¼ x 4¼ Graflex Cut Film Magazine with a capacity of 18 film septums is now available, priced at $18.50.

The 3¼ x 4¼ Graflex Cut Film Magazine, accommodating 12 film septums, is still available at the former price of $14.50.



Make yourself an honest man, and then you may be sure that there is one rascal less in the world.—*Carlyle.*

Gross Mountings

Readers will be interested in the announcement of Gross mountings which appears in this issue. The firm of Gross needs no introduction to photographers. The firm was originally established in 1906 at which time the Gross Photo Supply Company consisted of Mr. Oliver Gross and an assistant. Mountings of individual and specialized nature were the product of this new firm from almost the beginning, and today their styles are known in studios throughout the country. It is significant that a great many of the original buyers of Gross mountings still offer Gross mountings to their trade. When this firm first entered the field, mountings consisted of pieces of cardboard with a simple printed or embossed border with beveled edge. In 1909 the Gross people announced the photographic easel, and were pioneers in this style. Today, most mountings are easels. Shortly afterwards the Gross Company invented the "Y" Beam back for their mountings, and this feature was so popular that it was patented. Then followed the Gross Tri-Beam back mount, likewise patented. Today both styles continue their popularity. The Gross mountings already in stock include such popular styles as **Beacon, Cameo, Charm, Fair, Gothic, Madrid, Seville, Special Superba, Special Mart, Troy** and **Warsaw.** To popularize Gross mountings, we are prepared to furnish four samples in 4x6 size for 30 cents. This is merely the cost of the mountings and will be supplied when you ask for sample offer L-1.

Remember Hirsch & Kaye for Gross mountings.



When everything else is destroyed or shaken, there remains the blessed refuge of work.

—*Bruce Barton.*



R. E. Derby



N. G. Siller



Wm. Wolff



H. L. Bush



K. G. Charlesworth

Our Salesmen Tell Us

Wedding Bells! **H. Percy Getz** (The "H" stands for Happy), of the McCurry Studios, Sacramento, was united in marriage to Audrey Mazillger on March 10th. The marriage ceremony took place in Williams, California, at the home of the groom's parents. Our "Walter Winchell," at Sacramento, tells us that Audrey is a charming young lady from Seattle and it was a case of love at first look. We're sorry, girls, but Percy is now definitely out of circulation.

♠ ♠

Henry Ford is a salesman employed by an Oakland Chevrolet dealer.

♠ ♠

Mr. and Mrs. Fred Schneider, Jr., of the Logan Studio, Stockton, were recent visitors in San Francisco.

♠ ♠

If the conversation runs low, you might ask Mr. Siller about the "bomb" that was placed in his car.

♠ ♠

Roy Flood of Oakdale received a long-distance message which told him of the serious illness of his father in Los Angeles. He left at once and arrived in time to be present when his father died from pneumonia. During his absence Mr. Phil Daniels of the Art Craft Studio, Modesto, operated the Flood Studio.

♠ ♠

Tom Shoob of Modesto was a sick man during the middle of March, but is now back at his duties.

♠ ♠

Charles Korakis has closed his studio in Stockton and has gone to Arizona for his health.

♠ ♠

Nathan Reiman of Stockton was also confined to his home by illness, during which time his chief assistant was taken to the hospital with pneumonia.

♠ ♠

M. C. Voorheis, San Jose, was seriously injured in an automobile accident, and while he suffered no broken bones, he required the aid of crutches for some time. He was very fortunate, as it might have resulted disastrously.

♠ ♠

Cove Martin of Stockton has recovered from a severe case of ptomaine. From now on, day-old canned salmon is off the list.


H. Fazakerly


Bon Ward


Fred Sass


Harry Reif


J. B. Bogue

Our Salesmen Tell Us

William L. Walker has purchased the Kromer Studio at 611 Main Street, Woodland, and is now in full possession of the studio.

♣ ♣

A House Divided: **Joe Rogers** of Sacramento has opened a family liquor store down the left-hand side of his portrait studio. Business is good—on the left side.

♣ ♣

Fred McElwain of the Paffrath Studio, Reno, dropped in recently to look the big town over, put his O.K. on the two new bridges and incidentally order some new equipment.

♣ ♣

L. M. Powell of Hanford has given his studio a complete "New Deal." Workrooms are now conveniently up front, with a "new everything" in his sales and reception rooms—new partitions, new furniture and a new decorative and color scheme. As a result there has been an increased business and an increased interest in that business.

♣ ♣

R. H. Wheldon of the Sunset Studio, Petaluma, has returned from a four months trip into Old Mexico, covering out of the way spots and places. He has a great interest in the country's arts, sciences, and traditions, and his observations on the lives of the people are of great interest to us. He speaks disparagingly of but one thing, and that the quality of available drinking water. Just to take the bad taste out of our mouth, he also mentions dark-eyed senoritas and a strummed guitar over a patio wall.

♣ ♣

Bruce Wood, veteran Bay District newspaper photographer, died in a Sacramento hospital after an illness of a few weeks. For the last three years Wood had been employed as a cameraman for the State Department of Public Works.

♣ ♣

While **Mr. and Mrs. Fred Garrett** of Oakland were returning to their home after attending the Photo Finishers meeting in Oakland, March 31, they were struck by an automobile while standing in a safety zone on San Pablo Avenue. The car threw a wheel just when it passed them, and both were knocked to the ground. After an examination it was found that they suffered only from shock and contusions, and would soon be back to a normal manner of walking.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

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6368-70 Santa Monica Boulevard,
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

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By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

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for Santa Clara Valley Studio

Photo Experience Not Necessary
but Salesmanship Will Help

Box 2343 THE FOCUS

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PORTRAITS — LANDSCAPES

Mail Orders Solicited

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1455 UNION ST. SAN FRANCISCO
GRAYSTONE 6640

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OR WILL EXCHANGE

Studio in Imperial Valley

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628 Main St. El Centro, Cal.

NEED LAMPS?

HIRSCH & KAYE

Have Them, All Sizes

E. K. MIDORI

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Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
WEST 2611

FOR RENT

Studio with skylight, 5 living rooms, no serious competition, town of 20,000, many factories

JOHN L. PARKER
1920 MACDONALD AVE. RICHMOND

Putz-Pomade

For reducing negatives by friction and for finishing etched negatives.

25 cents a tin

HIRSCH & KAYE
have it!

BARGAINS FOR THE AMATEUR

A Bargain Bulletin of items for the amateur photographer has been prepared. Relatively few items in this bulletin are of direct interest to a professional photographer, but if you sell equipment and material to amateur photographers in your community, you will be interested in the Bulletin, for it contains articles which you can distribute. We will try to make it worthwhile for you to share in the distribution of these items, and if interested we suggest you write for a copy of Amateur Bargain Bulletin No. 34.

An Interpretive Photograph of a Cheering Thought

Hope on, hope ever
Though the day be dark
The sweet sunburst may smile on thee tomorrow.
—Gerald Massey



THIS photographic idea, conceived on a dull day in the studio, contains interesting technique and suggests many practical applications.

It is the print that makes it most intereting. It is done on charcoal paper sensitized by the author and executed by the gum-bichromate method, with very little manipulation of the print.

The posing was by amateurs, willing to be directed. This suggests unusual group pictures possessing a touch of art and sentiment, or photographs interpreting themes or sentiment for book publishers, calendar publishers, and others. The mechanics and chemistry of this picture will be found in the column to the right.

Plate Development:

A. 1 oz. Acid Pyrogallic Crystals *Mallinckrodt.*
75 gr. Sodium Metabisulphite *Mallinckrodt.*
50 gr. Pictol *Mallinckrodt.*
16 oz. Water.

B. 2 oz. Sodium Sulphite Anhydrous Photo *Mallinckrodt.*
16 oz. Water.

C. 1 oz. 100 gr. Sodium Carbonate Pure Photo *Mallinckrodt.*
16 oz. Water.

For use one ounce of A, B, and C to each 10 oz. of Water.
Development Time—5 mins. at 75° F.

Printing Technique: Strathmore Charcoal Paper.

Stock Solution—

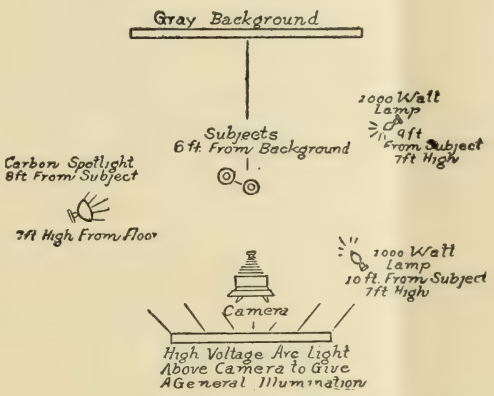
A. 2200 gr. of Gum Arabic.
30 gr. Mercuric Chloride *Mallinckrodt.*
12 oz. of Water.

B. 1440 gr. Potassium Bichromate (U. S. P.) *Mallinckrodt*
30 oz. Hot Water.

C. Water color.

CAMERA: Lens 19-inch focus, Carl Zeiss, at F. 4.5—exposure 1 second.

LIGHTING:



The fundamental color most used is black, and positive colors, such as red, green, and blue, are generally speaking to be avoided for aesthetic reasons.
Time: 3 mins. average negative 20 Amp. Arc Lamp. Or daylight 5 to 7 mins. in light shade.

For Use:

4 drams A
9 drams B
2 inches C

Three duplicate printings completed the above Portrait.

Other Practical Hints

FRILLING OR BLISTERING is generally caused by—

Too High a Temperature—Ordinary soaking of prints and negatives cause natural swelling of the gelatine. If this operation is continued too long, or the temperature of the solution is excessive, the result is unusual swelling, blistering, or frilling. Too great a difference between the temperatures of the developing solution, rinse water, and fixing bath may also cause this condition.

Too Much Alkali (Carbonate)—It is a natural property of carbonate to soften the gelatine. The ordinary quantities called for in formulas do not cause frilling, unless the temperature is increased too much.

From "The Chemistry of Photography," which is packed with scores of other aids for the photographer. Now published in stiff cover, 50c postpaid, anywhere.



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



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NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS

NEW METAL FRAMES



No. 1935
GOLD AND BLACK
A beautiful number. Black border with gold lines around opening, narrow gold rim, sliding easel back.

Size	Price
7½x9½	$2.25



No. 46R
GOLD
With velvet sliding back

Size	Price
7½x 9½	$2.00
10 x13	$5.00

No. 46
Same as above but without ring at top
Price each, $1.90



No. 926R
GOLD OR SILVER
With velvet sliding back

Size	Price
4x6	$2.00



No. 510
GOLD
With black or ivory border
Velvet sliding back

Size	Price
7½x9½	$4.50

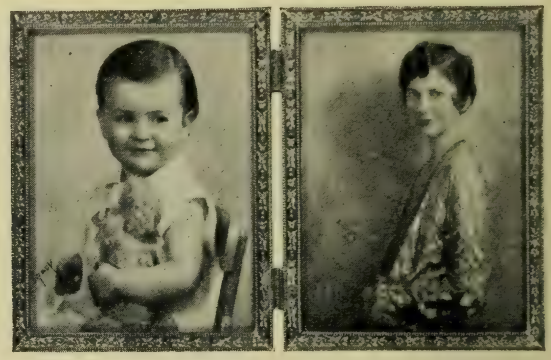
We suggest you detach this page and add it to your frame catalog

NEW MINIATURE FRAMES



No. 529
GOLD
Convex glass
With velvet sliding back

Size	Price
3¼x4¼	$1.25



No. 529D
Double Folding
GOLD
With velvet sliding backs

Size	Price
3¼x4¼	$3.50



No. 533
GOLD
Convex glass
With velvet sliding back

Size	Price
3¼x4¼	$1.25

No. 533D
Double folding
For two pictures

Size	Price
3¼x4¼	$3.50

CHANGES AND ADDITIONS TO FRAME CATALOGUE No. 7

Page 3. No. 1900 discontinued.

Page 4. No. 30R now stocked in size 10x13—$5.00 each. Also in 7x5 and 10x8 horizontal at $2 each.
No. 990R 10x13—$5.00 each.

Page 5. No. 502—$1.90 each.
No. 990—$1.90 each.
No. 30D—$5.00 each.
30D now stocked also in sizes 4¾x6¾ and 6x8—$5.00 each.

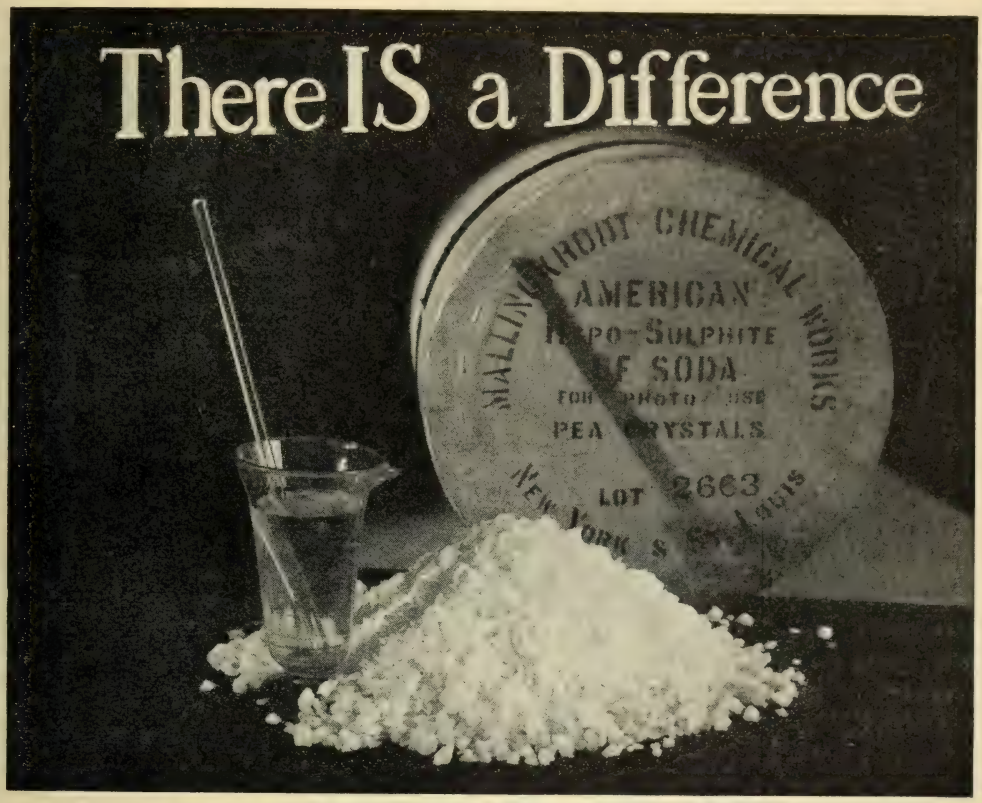
Page 8. No. 931—$1.10 each.
No. 504—now stocked in both silver and gold. Also in horizontal gold.

Page 9. No. 925—$1.80 each.
Nos. 52R and 924—$2.00 each.

Page 10. Nos. 945, 5430, 5391 are discontinued.
No. 941—$2.75.

Page 12. No. 910—$5.00.
No. 925D discontinued.

There IS a Difference



HYPO is often regarded as "just Hypo," but there really are important differences in quality. Mallinckrodt Sodium Hyposulphite Photo Pea Crystals are carefully selected and packed in the containers which are most convenient for the photographer and photo finisher. It is not merely commercial Hypo.

Mallinckrodt Hypo gives a clear solution, free from excessive sediment and fibres. This means less filtering and fewer spots.

Stocks are carried by dealers in principal cities. Write us for prices and the location of our nearest stock.

Standard containers—100 pound drums and bags—200 pound bags—350 pound barrels.

Second and Mallinckrodt Streets — **Mallinckrodt CHEMICAL WORKS** — **St. Louis Missouri**

"Makers of the most extensive line of photo purified chemicals"

NEW YORK CHICAGO PHILADELPHIA TORONTO MONTREAL



Interior: British Embassy, Washington, D. C.

Wide-Angle Photograph

By Harris & Ewing

Taken With Wollensak Series III f9.5 Lens

In this interior view of the British Embassy in Washington notice the remarkable freedom from distortion achieved with the Wollensak Series III lens.

Exceptional speed of Wollensak Series III Wide-Angle lens makes it ideal for dimly lighted interiors, out-of-door snapshots and for flash-light work. Excellent definition over entire plate. Angle of view is 90°. Stopping down is necessary only to increase depth of focus.

Write today for literature and try-before-you-buy offer.

Wollensak Optical Company

ROCHESTER, NEW YORK

A Candid Statement

The days of preferred or special prices are over. Conditions have become such that the national and state governments have stepped in as a partner in business.

In their desire to obtain or increase business, a small number of merchants originally cut established prices, hoping to divert business from their competitors. Frequently this was done because of a lack of knowledge of the cost of doing business. In self protection, other merchants did the same, often against their better judgment, but compelled to do so by unscrupulous competition. Still others were compelled to follow, and the practice became an epidemic which swept the nation and wiped out profit, drying up business, reducing salaries, increasing unemployment and creating distress in evergrowing proportion as the practice continued.

The bulk of national, state and local taxes are paid by business firms. Community Chests and development organizations are principally maintained by business firms. The majority of our people depend entirely on business firms for a living. When price cutting resulted in a situation of transactions without profit, the nation, the state, the city suffered a loss in revenue and the burden on the individual citizen was made greater. The California Sales Tax is an illustration. The nation which once boasted the slogan, "Millions for defense, but not one cent for tribute," now operated under the plan—"Millions for charity, but not one cent for profit."

Franklin Delano Roosevelt recognized the situation when he consented to run for president. He announced the New Deal, on the strength of which he was elected by an overwhelming majority. The New Deal is now a part of the law of the land.

Under the National Recovery Act business is asked to assume still greater burdens in the form of shorter hours, higher wages, restricted production and employment of more people. But it is not the intent of the NRA, nor is it possible that the burden should rest on business. NRA will succeed only in proportion to the support given by Mr. and Mrs. John Citizen.

There is a satisfaction in knowing that you do your part to reduce unemployment and help create jobs. You will prosper only as your fellow men prosper. The President has said, "While the shirking employer may undersell his competitor, the saving he thus makes is at the expense of his country's welfare." The present situation is as serious as war, and the broken hearts, hopes and homes are as painful and more devastating than the wounds of battle. The President expects every citizen to do his duty. It will pay in dividends of cash and satisfaction.

We are now doing business with Uncle Sam as directing partner. We are told what to do and what not to do. We are told to make a just profit, and that is all we have ever asked.

Price is what you pay, but value is what you receive. In every transaction there are certain intangibles for you to consider—Inspection of an assorted stock, intelligent consultation and direction and the established integrity of the firm.

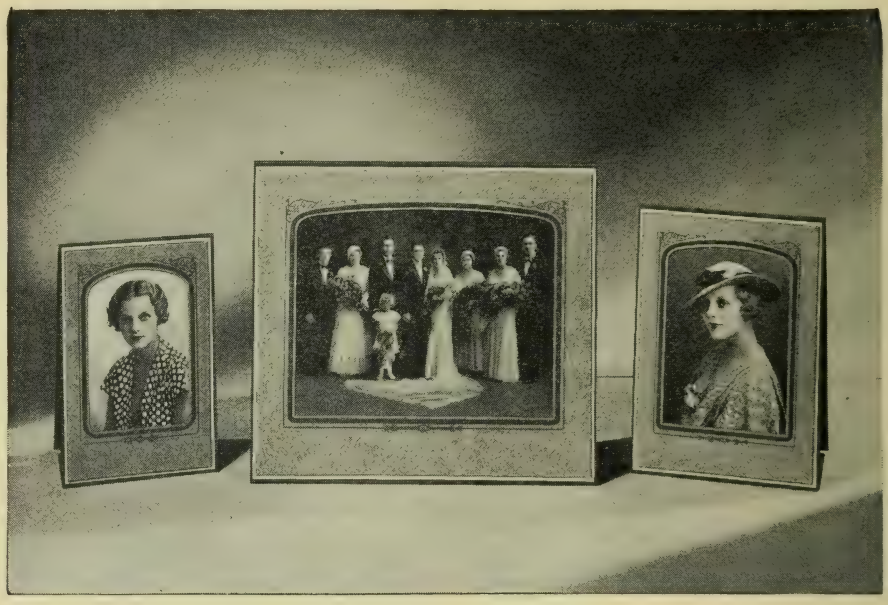
The firm of Hirsch & Kaye has been a real help to the community in these trying years. No one has lost his position with us, to be supported by public charity, for vacancies have been replaced with other people, and both the firm and its employees are doing their share to help others. We are entitled to recognition of this achievement to the extent of the support of all thinking people.

May we count on your support?

HIRSCH & KAYE.

More Than Just a New Mounter . . .

The New National



The photographic mounting of today is recognized by the studio owner not merely as a modish container for the picture, but as a potential sales stimulant of prime importance.

That is why the NEW NATIONAL, one of our spring numbers, illustrated above, will be the choice of alert, discriminating photographers for this season.

The new stocks—attractive design—effective shades—of the NEW NATIONAL all contribute to "dress up" your portraits with that distinctive, quality look.

Made in all popular sizes, 3x4 to 8x10 upright—4x6 to 8x10 horizontal—grey and neutraltone. Prices range from $5.50 to $16.00 per hundred.

This should prove a very popular number—the smaller sizes especially for school work.

Sample of the 4x6 size, postpaid, 7 cents

SAMPLE OFFER SS-4

Remember—you can order *when you need*—
in quantity *as you need*—from your stockhouse.

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

Did you hear about the new fad from Old England? Its period pictures.

You have your picture took in the style of your four fathers, to show what they were.

That means you photographers will be photo grafters, and will need a lot of property in your dressing rooms.

For the 100% American you will want a Tommy hawk and a string of feathers.

You will need a lot of fancy do dads for cross eye Louis (XI) pictures.

If you havent any Queen Anne furniture, try a stuffed bull dog.

Then you'll need a Plymouth Rock. Get a good one, so it will last, because the Mayflower made a lot of trips.

For those who can go back further, you will need a skin and a club. A bear skin is better than a bare skin.

And for those who can go still further, just a fig leaf.

Out West here, there were a lot of pioneers and there children will want a big hat, high boots, whiskers and old clothes. You can furnish the old clothes?

To make the ensemble complete, some should have a rope around their neck.

For the covered wagon you can use a 1910 Model T.

If you havent any whiskers tell your customer to swallow a horse and let the tail hang out.

In years to come youll have to add a line of waterproof suitcases.

Of course, an electric chair would be kind of awkward in your studio, but you could use a big period. That would be the end of the sentence.

But as long as bobbed hair is in style, you wont be asked to make any Lady Godiva pictures.

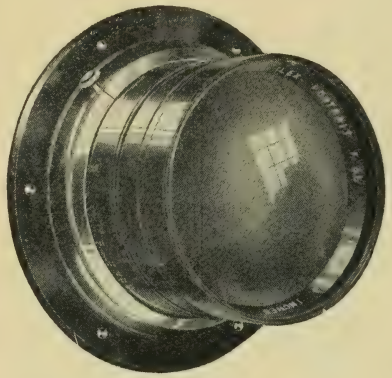
And some of our millionaires wouldnt know how to act in overalls.

And our movie stars wouldnt know how to use a wash tub.

And neither do I.

—Jerry.

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY **ROCHESTER, NEW YORK**



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by

HIRSCH & KAYE

Studio Light Control

The extensive use of portable lighting units has created a new problem in the control of studio or home portrait illumination. A growing number of photographers has been equipped with individual reflectors which they place on the floor as needed. Unless you have a central form of control it is difficult—almost impossible—to control each light as you would like to.

To meet this condition we announce the Studio Light Control Unit. This consists of an attractive switch box mounted on a short nickel-plated tube which in turn is fastened to an iron base. A rubber covered cable leads the current from your outlet into the base. Attached to the base are four plugging sockets to supply current to as many individual lamps. Each outlet is controlled by a two-button switch. In this way you place your lamps as you need them, and control each lamp from a central position which can be placed next to your camera. By means of these buttons you control your light very much as a leader controls his orchestra.

The Studio Light Control Unit is 32 inches high, weighs 15 pounds and has been inspected and approved by the Board of Fire Underwriters. The price is $28.00 and we will gladly send a picture if you desire to see it illustrated.

Sold only through HIRSCH & KAYE.

←❖→

Nothing gives us quite the same thrill as being offered a fifty-cent cigar without comment.

←❖→

Supplies for the Graphic Arts

This is the name of an interesting booklet which contains a description of various Graphic Art Processes, as well as a list of the various material and equipment required. The average photographer will not be interested, but if you are interested in engraving pictures on metal, rotagravure processes, color separation or transparencies, the booklet will contain helpful information. A limited number of copies are available and will be sent on request.

←❖→

Barre Auxiliary Light

The Barre auxiliary lighting unit was especially designed for newspaper use. Practically all modern press dark rooms are equipped with Barre units and most commercial plants have one. The Barre units are especially designed for use behind condensing lenses as installed for enlarging.

The outfit consists of a wood base at one end of which is a mogul socket for a 1000-watt tubular lamp. At just the right point and behind the filament of the lamp, we attach a focused magnifying reflector. Approximately midway on the wood frame is a Y-shaped support to hold a single condenser 6 inches in diameter, frosted on the flat side. The condenser carrier is adjustable in position and the lighting unit operates as follows:

The natural strength of light from the 1000-watt bulb is reflected and magnified by the focused reflector. At the focal point of the reflector, the light is thrown onto the 6-inch condenser. The entire outfit is installed behind the large condensers at just the focal length of the 6-inch condenser with the light turned on so that the large condensers receive not a small source of light from the bulb filament, but a powerful source of light fully 6 inches in diameter. Try a Barre auxiliary light outfit in your workrooms and watch the increased speed of your enlarging service.

The price of a Barre auxiliary lighting outfit including Mazda lamp is only $27.50, or $9.50 for three months.

HIRSCH & KAYE *have it.*

←❖→

Save each copy of THE FOCUS and you will soon have a practical reference library.

Bargain Lenses

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
130B	Barre Portrait	F.5	6″	no	$21.00	$12.50
100B	B & L Protar	F18.	5 9/16″	no	33.00	15.00
130C	Barre Portrait	F.5	7″	no	29.00	14.00
124K	Versar	F.6	6½″	Regno	35.00	17.50
96D	Xenar	F3.5	8¼″	no	71.30	32.50
82H	Tessar I C	F4.5	15-19/32″	no	274.00	150.00
84G	Radar Anastigmat	F.4	7¼″	no	64.50	48.00
1C	Radar Anastigmat	F4.5	7½″	no	64.50	48.50
132D	Seroco	F6.8	7″	Double Valve	25.00	9.00
92I	Carl Zeiss Tessar	F4.5	7″	no	58.30	39.00
98D	Tessar I C	F4.5	4 7/16″	no	25.30	18.00
58K	Cooke Portrait IIA	F3.5	10″	no	207.00	150.00
64B	Emil Wide Angle	F.12	4½″	no	45.00	19.00
126I	Velostigmat IIIA	F12.5	5⅜″	no	46.00	19.00
92F	Darlot Portrait	F.5	11½″	no	48.00	29.00
90F	Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
136A	Verito	F.4	11½″	Studio	65.00	29.00
190I	Vitax	F3.8	16″	Studio	186.00	95.00
72E	Wollensak Portrait	F.5	15″	no	72.00	39.00
80A	Gundlach Portrait	F.4	14″	no	100.00	42.00
74C	Goerz Dagor	F6.8	4⅛″	no	37.50	25.00
100J	Carl Zeiss Tessar	F4.5	6″	no	42.35	27.00
96D	Xenar	F3.5	8¼″	no	71.30	32.50
102A	Kodak Anastigmat	F4.5	8½″	no	62.50	42.50
100D	Dall 3A	F.4	16″	no	221.00	79.00
136G	Carl Zeiss Dagor	F6.8	12″	Compound	179.00	50.00
136H	Valostigmat Ser II	F4.5	12″	Betax	149.00	70.00
136J	Heliar	F4.5	4¾″	Compound	66.00	21.00
136K	Velos Ser II	F4.5	3½″	Optimo	47.00	11.50
138A	Dagor	F6.8	9½″	Acme	120.00	42.00
138B	Velos Ser IV	F6.3	12″	Antex	112.00	38.50
138C	R. R. Cour	F.8	8″	Antex	20.00	9.00
138D	WOCo Vincu	F6.8	12″	Optimo	57.00	23.00
138E	Zeiss Tessar	F4.5	8¼″	Compound	118.00	76.00
138F	Kodak Anas	F4.5	12″	Compound	150.00	115.00
102D	B. L. Ser V	F18.	5½″	no	34.00	13.00
102G	B. L. W. A. Protar	F12.5	6¼″	no	38.50	16.00
102H	Ex W. A. 11A	F12.5	6¼″	no	33.50	13.00

Bargains for the Photographer

TISSUE ENCLOSURES

These are transparent tissue enclosures, without flap and designed like negative preservers. Size 7¼x10.

Bargain Price

60 cents a hundred
$2.50 for 500
4.50 for 1000

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—10 gal.	8 in.	8 in.	38 in.	**$21.00**
1—14 gal.	8 in.	9½ in.	42 in.	**24.00**
4—18 gal.	10½ in.	9½ in.	42 in.	**27.50**
5—24 gal.	14 in.	9½ in.	42 in.	**33.00**
4—29 gal.	17 in.	9½ in	42 in.	**38.50**

Terms if desired

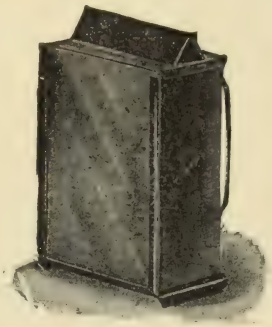
2 CORK FLOATING LIDS

For 8x12 Sterling Tanks.

Bargain Price ..... $1.00 each

MASTER CENTRIFUGAL GLOSSY PRINT DRYER

Consists of a large cage in which you place your squeegee tins and revolve them by means of motor attached. No heat is required as circulation of air dries the prints, which fall to the bottom of the cage and are easily removed. A practical dryer for only **$40.00**



BARRE CANDLE LAMP

with 1 each ruby and amber glass

There are still many places where regular dark room illumination is not available, and the Barre Candle Lamp will provide emergency light for your temporary dark rooms. Glasses measure 4x6 inches, large enough for amateur or professional use.

If you care to cut a hole in the bottom of the lamp, it can be used with electric light bulbs, giving you a good, but inexpensive lamp.

BARRE CANDLE LAMP

25 cents

4x5 HAMMER PRESS PLATES (H & D 1400)

These are really fast plates of which we have an over-stock. They are about a year old but still in excellent condition.

Special price, per dozen ..... **35 cents**

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price ..... 20 cents each

No. 123 Photo Mailers	4½ x 7	Special price per hundred	**$ .90**
No. 234 Photo Mailers	5½ x 11¼	Special price per hundred	**1.00**
No. 240 Photo Mailers	6½ x 13¼	Special price per hundred	**1.25**
No. 246 Photo Mailers	7½ x 15¼	Special price per hundred	**1.65**
No. 162 Photo Mailers	13¼ x 17½	Special price per hundred	**4.00**
No. 160 Photo Mailers	12 x 18	Special price per hundred	**4.50**
No. 157 Photo Mailers	12¼ x 16¼	Special price per hundred	**4.25**
No. 154 Photo Mailers	12½ x 14½	Special price per hundred	**4.00**

Bargains for the Photographer

Beattie Maxima Arc Light. Uses ½" carbons. **Bargain Price** **$135.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter A complete outfit for **$260.00**

Oak Table with 22" square top. A real bargain for **$2.50**

Dark Oak Chair with round seat and 9-piece back support. Has swivel action. Another bargain for only **$1.75**

Light Oak Swivel Tilting Back Chair with castors.
A bargain for **$2.75**

SERIES C COLOR FILTERS
Equal in color value to W & W G Filters

⅞ inch round in cap mount	**$1.10**
1⅛ inch round in cap mount	**1.10**
1 7/16 inch round in cap mount	**1.25**
4½ inch round in cap mount	**4.90**

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

K. C. Glossy Print Dryer. This is a gas-heated cabinet which will receive up to fourteen 18x24 ferro-type tins with plenty of space between them. There are no moving parts in this dryer, aside from a fan which continually changes the air in the cabinet. We include ten 18x24 japanned ferro-type plates in the bargain price, **$35.**

Motor-driven Squeegee Wringer. This is a Peerless heavy duty wringer with rollers which measure 3x24 inches each. It is mounted on an all-metal base and operated by an efficient electric motor, and will render much satisfactory service.
Bargain Price **$50.00**

Aristo Proofing Lamp. This is the well known Aristo Arc Lamp which is still considered the best lamp for printing-out proof paper. These lamps are difficult to obtain, and we now offer one at bargain price of **$15.00**

Marguerite Arc Spotlight with full set of decorative stencils. Here is a real bargain for only **$67.50**

No. 620 Riverside Wringer with rollers that measure 3x20. A heavy duty wringer, motor-driven and in practically new condition.
Bargain Price **$95.00**

Guillemont Opal Plates matte finish. We offer a limited number at bargain price of only 70 cents for a box of 12, size 3¼x4¼.

5x7 Cut Film Holders. A rather limited number of 5x7 cut film holders are available. They will fit any camera in which you would use Eastman holders, and while they last, we offer them at bargain price of **$1.90** each.

11x14—F&S Printer. Excellent condition. Bargain for only **$39.00**

5x7 Auto Focus Enlarger. Excellent condition. Complete with paper holder.
Bargain Price **$127.50**

French Retouching Varnish, per bottle **15c**

5x7 Cut Film Holders. Will fit Eastman and similar cameras. Very well made.
Bargain Price ..... **$1.80 each**



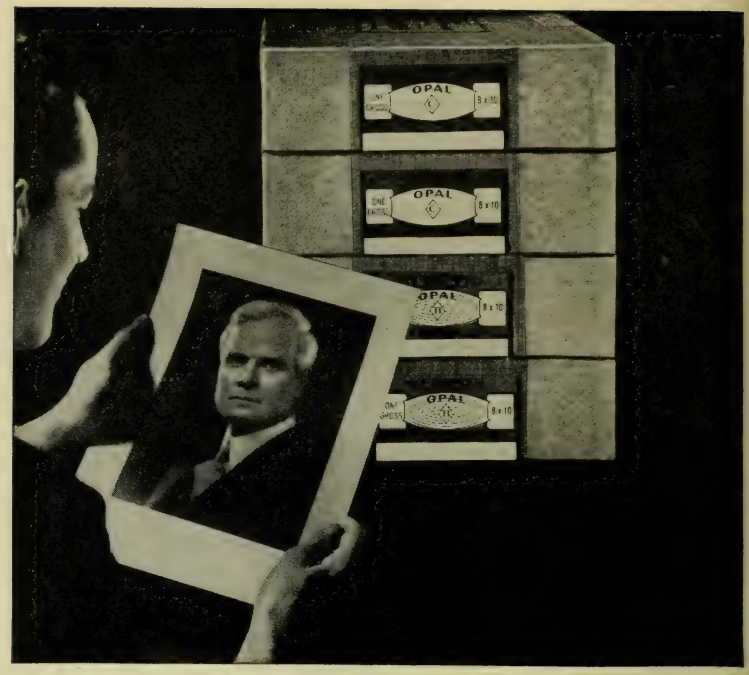
Finer Rendering, Less Retouching—

PLUS SPEED

FINER rendering of flesh color and texture, resultant elimination of much retouching, and speed which permits the short exposure that catches finer expression—these are qualities of Eastman Super-sensitive and Portrait Panchromatic Films which please customers and increase your sales. Eastman Kodak Company, Rochester, New York.

EASTMAN

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS



14 GRADES TO CHOOSE FROM

RECEPTIONISTS as well as printers are in accord on the fine quality of Vitava Opal prints.

Vitava Opal produces rich warm tones, is fast enough for enlarging, but not too fast for contact printing. Fourteen beautiful grades to choose from. Eastman Kodak Company, Rochester, New York.

VITAVA OPAL PAPER

FOR CONTACT PRINTS AND ENLARGEMENTS

SPECIAL COLLECTIONS

THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. X MAY, 1934 No. 5



A BEATTIE LIGHTING

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DEFENDER FILM

Select—from Defender Book description—the type of film your work requires; place an order for a few day's supply with your dealer.

. . . Many warm friendships between film users and Defender Film began in just that way.

DEFENDER FILM

PORTRAIT
PORTRAIT HGS
COMMERCIAL
COMMERCIAL ORTHO
PANCHROMATIC
COMMERCIAL PANCHROMATIC
X-F PANCHROMATIC SPECIAL

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Formulas,
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Prices—

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DEFENDER
PHOTO SUPPLY COMPANY, INC.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Photo Supply House in the West

VOL. X MAY, 1934 NO. 5



Introducing—
LEOTA MAY TUCKER

Leota May Tucker is a native of Lancaster, Ohio, but is really a Californian because she came to this state as a very small child. Her desire to produce pictures, especially colored pictures, is among her earliest recollections.

A mutual interest in pictures some years ago caused her to meet a photographer, John O. Tucker, whom she later married. The Tucker Studio was located in various Santa Clara communities — Redwood City, Santa Clara, and later in San Jose. During this time the business prospered, and Mrs. Tucker has a vision of retiring to pursue her investigation of natural color photography.

At about this time, Mr. Tucker died, after a period of poor health, and she found herself more active than ever before. She says she really likes it and calls her photographic experience "a happy destiny". Fortunately the reputation of the studio had been firmly established, for both Mr. and Mrs. Tucker had earned medals and honors for pictures exhibited at national events.

At present she has an unique studio at Carmel. Her hobby is divided between her Scottie dogs and the Carmel beach. Her enthusiasm for photography and its possibilities is actually contagious. She would like nothing better than to build the most lavishly equipped studio, full of the very latest devices and appliances, and even now she continues her studies of everything new, and intends to have all that she needs of the good things this world can give her.

←❋→

How One Code Administrator Feels About His Task

". . . In my opinion, a thorough understanding by all, a firm stand by the better elements of the industry and the board members, and the prompt handling of complaints will quickly establish the fact that compliance is compulsory and that much time may be gained in making our Code a living thing. Our Code must be made to work. No industry to my knowledge has ever been dragged to such depths as ours and it will take strong hands to lift it up again. Too long have we all been forced to conduct our business on the levels of what might be called the lowest common denominator of the industry. The act of any one must be judged in the light of its reaction upon the 34,000 members of our craft."

←❋→

Reputation is only a bubble and always bursts when blown by oneself.

←❋→

A business man succeeds in proportion to his ability to satisfy the desires of his customers.



As to the Unknown Photo Mount

Tomes have been written, sculptures carved, and millions of heads bared to the unknown soldier.

But who has ever honored the unknown photo mount? Its origin does not interest even its maker once it has passed into the limbo of paid accounts. And the photographer with a name to uphold will see it as only another relic of frantic years in which price was frequently mistaken for economy.

Your customers who consoled themselves with inferior mounts a year or two ago will be the easier to handle today on a quality basis.

With Gross mounts of quality and character your customers repeat more often.

* * * * *

Above, we illustrate the "WARSAW" 3 piece easel.
"Y-Beam" back. Color, Gray with platinum.

Popular fancy is the customer's point of view. It makes the sale. The "WARSAW" has all of the superlatives of beauty, style, grace, and good taste and on top of that, it catches popular fancy. It sells and sells. Soft two-tone effect with smart raised design and a suggestion of modernism gives it youth and charm. It is a favorite with all classes.

THE GROSS PHOTO SUPPLY CO., Toledo, Ohio, Manufacturers

HIRSCH & KAYE

239 Grant Ave., San Francisco, Cal., *Distributors*

Leica Aerial Camera

A NEW Leica camera FF has just been announced. It is somewhat similar to Model F with the exception that the ends of camera are larger to accommodate 33 feet of film, sufficient for 250 individual exposures. In this camera two film magazines are used, one at each end.

The camera will have a special easel for those who copy manuscripts or engage in aerial photography. Model FF Leica is furnished complete with focal plane shutter with speeds from 1 to 1/500 of a second, built-in focus range finder, a special 1½ times viewing eye piece for range finder, cable release and two magazines. The price without lens or case is $176.00. The same equipment with the well known F3.5 2-in. Elmar is quoted at $224.40. A catalog of Leica equipment will gladly be sent on request.

Bromoil Prints

A BROAD field for initiative is offered to photographers in the preparation and sale of Bromoil prints. Briefly, a Bromoil print may be described as an enlargement from which much of the photographic image has been bleached, after which the print is given a deposit of pigment applied with a stipple brush. The process offers considerable range of latitude in ideas and in finished appearance. A few Bromoil prints in your display case will attract attention because of their unique appearance.

It is quite easy to produce Bromoil prints. The process and incidental equipment are described in Catalog No. 134-B, which is a reference book on Bromoil and will be sent on request.

The Code

BY THIS time most photographers have received their copy of the Photographers' Code, as well as individual instruction sheets and forms to be filled out and returned to the National Code Authority. It is important that every photographer comply with the provisions of the Code, which is now a matter of national law.

If you have not yet received your copy of the Code, we suggest you write to either of the two offices, whose addresses we give you.

National Code Authority,
Portrait & Commercial Division,
501 Caxton Building,
Cleveland, Ohio.

National Code Authority,
Photo Finishing Division,
100-B West State Street,
Rockford, Illinois.

Grippit in Brush Cans

GRIPPIT is now available in a new form container. The brush cans contain twice the quantity of a tube and are provided with a large screw cap, to which a brush is attached. To use Grippit in this form, unscrew the cap, which at the same time becomes the handle of the brush, apply Grippit as wanted and replace the cap.

We predict that the new form of container will be very popular. It has a place on your desk, in the home, in the office and in the workroom. Order a brush can of Grippit today, and enjoy the satisfaction of a real adhesive in practical form. The price is only 35 cents.

Mazda Photoflood Lamps

General Physical Data	Photoflood Lamp No. 1	4	*Movieflood*
Bulb Size	A-21	PS-35	PS-52
Finish	Inside Frosted	Inside Fr.	Clear
Base	Med.	Mog.	Mogul
Bulb Diameter	2 5/8"	3 7/8"	6 1/2"
Maximum Overall Length	4 5/16"	9 7/16"	13 1/8"
Light Center Length	3 3/8"	7"	9 1/2"
Standard Package Quantity	60	24	6
Technical Data			
Labelled Voltage	105-120	105-120	105-120
Watts at 115 volts	250	1000	2000
Approximate Initial Lumens	8750	33500	66000
Design Life at 115 volts (minutes)	120	600	900
Price Data	$0.35	$2.55	$5.25

GENERAL NOTES ON PHOTOFLOOD LAMPS

Photoflood Lamp No. 1

While this lamp requires 250 watts to energize it, it gives the approximate light output of the five hundred watt general service lamp while photographically it is approximately equal to the 750 watt general service lamp.

Photoflood Lamp No. 4

This is a new lamp recently announced. This lamp gives approximately 1⅔ times as much light as a regular 1000 watt lamp. Its light is whiter and hence is more effective photographically, being roughly equivalent to 2500 watts in 1000 hour lamps.

The quality of the light is well adapted to the requirements of color photography. This new lamp will also find wide application for black and white photographs among commercial and portrait studios generally. A single lamp will usually suffice as a main source for portrait work and two lamps will adequately cover a majority of commercial subjects. Thus the number of required units is reduced to a minimum and relatively light and compact equipment become possible for the bulb is no larger than that of the regular 300 watt general service lamp.

Equipment suitable for the Mazda photoflood lamp No. 4 will be equally adapted to the No. 75 Photoflash lamp. The latter has a medium screw base, but its light center length is 6 inches and hence the standard medium to mogul adapter brings the light center to the proper location in the reflector. The single set of reflector equipment, desirable under all conditions, is an especially valuable feature in out-of-studio work.

Movieflood

This lamp announced about October 1, 1933, was originally designed for some special color photography at Hollywood, Calif., where an illuminant having a higher percentage of blue-violet radiation is essential. Its visual light output is approximately that of three (3) 1000-watt general service lamps, while photographically it is equivalent to five or six regular 1000-watt general service lamps.

Because of its high wattage and high filament temperature (approximately 3435°K) the inner lead wire is fused to protect against the exces-

(Continued on page 13)

Code Meeting

THOSE WHO WERE fortunate enough to attend the Code meeting held at the Hotel Leamington in Oakland May 22, brought home with them a lot of information. We know that every "Focus" reader would like to have been there, and we will try to give you an outline of the principal subjects of discussion.

The afternoon meeting was called by Mr. Blewett, President of the Northern California Division of the Master Photo Finishers, who introduced R. J. Wilkinson of Jackson, Michigan. Mr. Wilkinson is president of the Master Photo Finishers of America and Vice-Chairman of the National Code Authority for Photo Finishing. He presented an outline of the condition of the industry today and called attention to the provisions of the Code which are intended to help the industry govern itself.

The meeting was then taken over by Mr. George P. Ellis, president of the American Society of Certified Public Accountants, and now serving as a National Code Authority official for this Code. The subjects discussed were limited to the Photo Finishing Division. Limited space will not permit a reprint of the forceful and timely addresses by both speakers. The question and answer section of the afternoon meeting revealed the nature of information wanted, and it is this information which we will try to give you.

. . . You must file a complete schedule of your prices for work of all kinds. . . . You must adhere to these prices and not sell for more or less. You can, however, meet a competitive low price, provided that you do not quote lower than what will be established as the minimum Code price.

In the near future each photo finisher and photographer will receive information as to his bookkeeping methods. This will provide the uniform cost finding system required by the Code. If you are an individual owner of a business, you must charge the business with your salary. If your wife assists in the business, you must charge the business for her salary. This also applies to other members of the family, including children, providing that the minimum age clause is observed. Even though you own the establishment, you should figure the approximate amount of your rent, and if the family automobile is used in the business, the proportionate amount of use and expense should be charged against the business. You will be required to keep a record of the number of rolls you develop, the number of prints and the number of enlargements including the total number of square inches of enlarging done. If you produce border prints in addition to ordinary contact prints, a separate department must be set up to include the cost of producing these prints.

The owner of a business is permitted to work 52 hours in one week. . . . The owner is permitted a total of 144 hours of time a year, but you are cautioned aaginst the unnecessary use of this overtime, for you may wish you had some overtime before the year is over. . . . Each week is a complete unit and you cannot work 54 hours one week and 50 hours the next in order to make good the extra time. In this instance the two hours would be deducted from your total overtime.

(Continued on page 19)



Photo by Harris & Ewing

WOLLENSAK VERITO...

An Outstanding Soft-Focus Lens For Portraits and Projection

With the Wollensak Verito diffused focus lens you can achieve an endless variety of original effects. Its gentle diffusion adds charming pictorial beauty to your work.

Verito is a doublet, speed f 4. Rear lens, used alone, ideal for portraits. Used as projection lens, Verito beautifully softens harshest, most wiry negatives.

Learn for yourself how Verito diffusion can improve your work. Write today for literature and try-before-you-buy offer.

Wollensak Optical Company
ROCHESTER, NEW YORK

New Boric Acid Fixing Bath

ONE of the most commonly occurring troubles in processing films has been the deposit of a scum of aluminum sulphite which is formed during fixation.

The possibility of the formation of such a scum has been practically eliminated by the introduction of boric acid into the potassium alum-acetic acid fixing bath formula, resulting in a new boric acid formula, F-5.

The properties of this bath as compared with the existing fixing bath, F-14, when used in combination with D-75 developer, are as follows. The F-14 bath deposits a sludge after processing only 30 rolls per gallon, while the degree of hardening action of the bath falls off rapidly after fixing 40 rolls per gallon.

The new F-5 fixing bath will not sludge up to the point of practical exhaustion and the bath continues to give the maximum degree of hardening up to 70 rolls per gallon.

The bath may be used in conjunction with the chrome alum rinse bath, S B-1. Formulas for 1, 10, and 48 gallon quantities of this bath are as follows:

Improved Fixing Bath for Roll Films

(FORMULA F-5)

To make	1 Gallon	10 Gallons	48 Gallons
Water (about 125° F.) (52° C.)	80 ozs.	6 gals.	30 gals.
Hypo	2 lbs.	20 lbs.	96 lbs.
Sodium Sulphite (desiccated) (EK Co.)	2 ozs.	1¼ lbs.	6 lbs.
Acetic Acid (28% pure) (EK Co.)	6 fluid ozs.	60 fluid ozs.	2¼ gals.
*Boric Acid (crystals)	1 oz.	10 ozs.	3 lbs.
Potassium Alum (EK Co.)	2 ozs.	1¼ lbs.	6 lbs.
Cold water to make	1 gallon	10 gallons	48 gals.

STOCK SOLUTION HARDENER F-5a

To make	2 Gallons	5 Gallons	10 Gallons
Water (about 125° F.) (52° C.)	1¼ gals.	3 gals.	6 gals.
Sodium sulphite (desiccated) (EK Co.)	1¼ lbs.	3 lbs. 2 ozs.	6¼ lbs.
Acetic Acid (28% pure) (EK Co.)	60 fluid ozs.	1 gal. 22 ozs.	2 gals. 44 ozs.
*Boric Acid (crystals)	10 ozs.	1 lb. 9 ozs.	3 lbs. 2 ozs.
Potassium Alum (EK Co.)	1¼ lbs.	3 lbs. 2 ozs.	6¼ lbs.
Cold Water to make	2 gals.	5 gals.	10 gals.

Dissolve the chemicals in the order named. Use one part hardener to four parts 25% Hypo Solution.

* Boric Acid should be used in crystal form, as specified.

Exhibition of Photographs

A most interesting display of photographs will be on exhibition at the De Young Museum in Golden Gate Park in San Francisco during the month of May, and possibly later. These pictures are the work of various artists of the Public Works of Art Project in Northern California and Nevada. A visit to the Museum to see these pictures will be worthwhile.

Leica Synchronizer

The many users of Leica cameras will be interested to know that it is now possible to obtain a Photoflash reflector and synchronizer, especially designed to be attached to their camera. The Leica Flash Unit, as it is known, consists of a folding reflector, battery, case, socket, and cable release attachment.

Price $6.00

When Detail Counts PICTOL helps get it

This view of St. Louis, the Father of Waters, and Illinois, taken by Papin Aerial Surveys, shows a wealth of detail. A good camera and operator were ably supported by good chemicals—Mallinckrodt Chemicals. If you were to ask Mr. Papin how he manages to secure such marvelous detail at such distances, he would mention Pictol as one of the important factors. Many of the outstanding photographers use Mallinckrodt Chemicals exclusively because of their perfect uniformity.

A sample of Pictol will be sent to professional photographers who have never tried it.



Mallinckrodt
CHEMICAL WORKS
"Makers of the Most Extensive Line of Photo Purified Chemicals"

Second and Mallinckrodt Streets, St. Louis, Mo.

New York—Chicago—Philadelphia—Toronto—Montreal



BARS-TONE

THIS article is intended to acquaint photographers who have never used BARS-TONE Gold & Platinum Toner with this *simple, modern* method of producing unsurpassed tones. BARS-TONE reduces to a minimum the trouble and expense of making brilliant, warm tones of the true Gold and Platinum quality. As compared with any other method, such as Hypo-Alum or Redevelopment, Bars-Tone toning is child's play and at the same time the results are more beautiful and permanent.

The ingredients come neatly packaged in a container which makes a full gallon of solution. To make this solution one merely dissolves the three separate chemical preparations in water. It keeps well in solution so most photographers make the full gallon at a time. If you prefer to mix smaller baths you simply follow the instructions on the package, which tell you to dissolve each of the smaller quantities of chemicals in a half-pint of water and the larger quantity in a pint. Then mix any amount of solution you desire.

The toning process consists merely of placing the fixed and thoroughly washed prints, wet or dry, in the solution (cold bath) and removing them when the desired tone is acquired. The minute you place the toned prints in the final wash water the action is automatically stopped so you never experience any difficulty in obtaining exact duplication of tone. This only takes a few minutes time for the average run of work. A few seconds after the prints are placed in the bath the prints turn blacker, and some workmen use Bars-Tone exclusively for this purpose. After about a minute the print begins to tone. The lighter red tones come first. The bright color gradually turns darker and if the print is left in the bath a little longer the tones will be of the deep, warm, chocolate color.

If you have been making sepias by the old-fashioned methods you probably will be inclined to over-expose them in order to get the proper result but this is not necessary with Bars-Tone toning for the process actually improves the quality of the print and to a remarkable degree builds up the hidden shadow detail. It is not necessary to have uniform exposures to get duplicated tones for this is controlled in the length of time the print is in the bath.

Bars-Tone works perfectly on almost every known brand of paper and emulsion. All of the contact papers respond beautifully as do the newer projection papers and good results are possible even with certain of the older types of Bromide papers.

Novel effects can easily be obtained by painting certain parts of the print with Bars-tone solution, using a Camel's hair brush. This has been done successfully in the case of advertising displays and pictorial subjects and even in some cases in portraits.

When you consider that the dollar package makes a full gallon of solution, enough for many hundred prints, and will eventually save a great deal of your time, worry and money—it would appear to be wise to make this investment today. Large quantities are kept in stock at all times.

←❖→

Lyflat is excellent for treating Velour Black Canvas against any tendency to curl as the fabric dries. Lyflat treated Canvas in a recent large batch job could be easily distinguished on the drying racks by superior flatness and pliability.

SOLD . . .

FOR 25 YEARS WITHOUT A COMPLAINT

BARS-TONE

GOLD & PLATINUM TONER

$1.00 PACKAGE MAKES A FULL GALLON

Made by the Originators and Sole Manufacturers of

ART CANVAS GENUINE CANVAS FOR ENLARGING

Barnum Photographic Products Co.
CINCINNATI, OHIO

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS. PA.

Ask your Dealer for prompt shipment or write us.



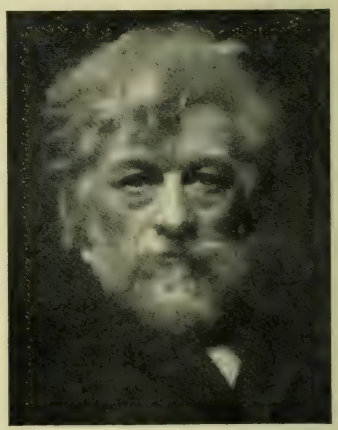
5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

For Finer Projection Prints



CHARCOAL BLACK

A river cannot rise above its source; a print cannot be more beautiful than the paper it is made on.
CHARCOAL BLACK brings to landscapes and portraits alike the inimitable charm of the most beautiful papers the world's mills can produce.

Every sheet guaranteed perfect.
Test strips in every package.

HIRSCH & KAYE
have it!

Defender Pentagon Film

THE DEFENDER Company has announced a new film which has been called "Pentagon" because of five special characteristics which we list:

1. Disappearing color-layer for prevention of halation.
2. Fine-grained retouching back.
3. High sensitivity to all colors except red—handles in ordinary red safelight.
4. Brilliant scale of gradation with daylight or electric light.
5. Great latitude enhanced by non-halation feature.

In addition, Pentagon film is desirable in five branches of photography: Commercial, portrait, copying, illustrative and for technical and industrial photography.

The film is backed with a dye of deep red color which entirely disappears during development. Therefore, there is no halation. Pentagon film is highly sensitive to all colors except red, and may be handled in the ordinary dark-room illumination. Pentagon film is offered at the Par Speed list, less your usual discounts, according to the quantity ordered.

HIRSCH & KAYE have the film.

←❋→

Eastman Kodak Company's New President

Frank W. Lovejoy has succeeded William G. Stuber, president of the Eastman Kodak Company. Mr. Stuber reached his 70th birthday, and asked to be relieved of his duties, and was made chairman of the Board of Directors. Mr. Lovejoy was formerly senior vice-president, and is numbered among the veterans of the organization.

Willo Printer

An ideal 5x7 printer at popular price

This printer features four adjustable masks made of strip brass, provided with lock nut to be set at any point. Both horizontal and vertical masks are adjustable. Illumination is supplied by bulbs placed in four sockets, thereby giving perfect diffusion. Bulbs of 25 watt size are suggested. There is also an additional socket for pilot light. Construction is of brass and maplewood.

Price $16.50

←❋→

Movie Bulbs

(Continued from page 6)

sive inflow of current should an arc be formed when the lamp burns out and thereby prevent a violent failure.

Lamps of this type darken sooner than the longer lived lamps and therefore a cleaning powder is used in the bulb which allows the light output to be restored to its initial value. A cleaning after each 5 to 6 hours operation is satisfactory.

←❋→

Aren't you often ashamed, when at the end of a hard day's work, you look back and see how little you have accomplished?

←❋→

Definitions

Aberration—a fault in a lens, such as chromatic or spherical aberration, astigmatism, etc.

Achromatic—applied to a lens, means that it renders sharply on the plate the image which is focused sharply on the ground-glass focusing screen.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard,
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Opal Photoflood Bulbs

IN THE FOCUS for March, we commented on Photoflood bulbs made of so-called Opal glass. At that time we reported on the investigation made in the General Electric laboratory on the quantity of light transmitted by frosted and Opal bulbs. We also mentioned that when better bulbs were made, HIRSCH & KAYE would have them.

We believe we have actually found a practical and desirable Photoflood bulb of the well known Osram type. These bulbs are American-made and are filled with argon gas instead of nitrogen which is used in the average commercial bulb. Argon gas is much more expensive than nitrogen, but is used because it cools the filament. This means longer life, and the bulbs we offer are more likely to burn for five to seven hours than for the usual two.

Opal Photoflood bulbs are available for two purposes—illumination and enlarging.

A 21, standard size .....$ .40
A 23, large size ..... .55

These bulbs have standard base and can be used in any normal socket.

Bulbs for enlarging are available in three sizes:

100 watt .....$ .40
150 watt ..... .75
200 watt 1.00

These are likewise equipped with standard base and are suggested for use in your Elwood and other enlargers.

When used in reflectors, our Photoflood bulbs of the Opal type do not reveal a "hot spot" or intensely bright light in the center of the bulb. They do produce a better grade of diffusion, and we suggest you try them. They are sold subject to the usual terms.

Neg-A-Chart

HOW often have you tried to judge the density of a negative so as to determine the best grade of paper to be used? With a Neg-A-Chart, all doubt as to degree of contrast is eliminated.

The Neg-A-Chart is available in three forms—one for contact prints, another for enlarging general views, and a third for strictly portrait projection. Each chart consists of six subjects of various degrees of density, with information to indicate just how the negative should be classified. You compare your negative with a specimen image of similar density and then select the right grade of paper. When you order, be sure to tell us which chart you prefer, but to be safe, order one of each.

Neg-A-Chart .....35 cents

←❋→

Goodwill is the one and only asset that competition cannot undersell nor destroy.

—*Marshall Field.*

←❋→

Every week hundreds of Americans post their letters in street-corner trash cans—thinking they are mail boxes.

←❋→

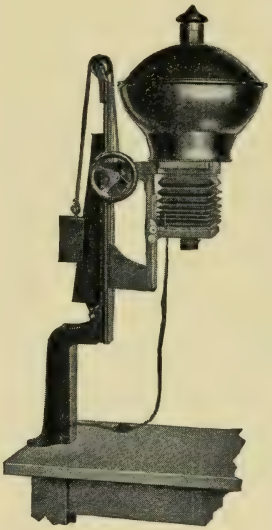
Each week we receive several letters from photographers which do not show address or town from where they were mailed.

←❋→

If we had paid no more attention to our plants than we have to our children, we would now be living in a jungle of weeds.—*Luther Burbank.*

Elwood Improved Special Enlarger

For Negatives 5x7 or Smaller



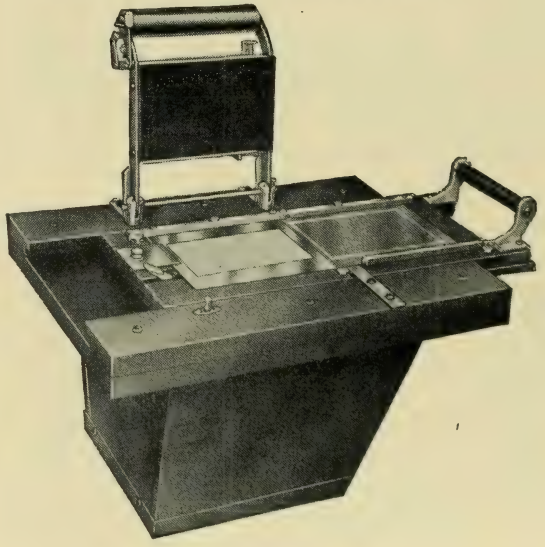
SPECIFICATIONS

Height of Vertical Standard	43"
Greatest distance negative to paper	43"
Greatest height over all	62"
Upright frame	Cast Iron
Focusing	Rack and pinion
Diameter of reflector	18"
Light recommended	All frosted, 200, 250 or 400 Watt
Lens recommended	5" to 7" E.F.
Bellows extended	16"
Enlarges	25"x35"—5 Diam.
Reduces	1¾"x2¼"—⅓ Diam.
Weight boxed for shipment	100 lbs.

The price of enlarger complete with 200 watt light bulb, 7 foot extension cord, and electric switch, but without lens $63.00

See page 29 for lens especially suggested for this enlarger.

Midget Border Printer



Here is the printer you ought to have. Supplied with choice of borders in one of three designs. Changes to other designs can be made quickly and conveniently. Six masks are available, one each for film sizes 127, 120, 116, 122, 118 and 130.

Special masks are available for greeting card work, and plain white border can likewise be made. Well built, with all wires concealed. 300 watts illumination, in addition to small pilot light. Permits making the border or print first, as preferred. Each mask is a complete unit and is easy to set for register.

The entire machine is well made; finished in black, with nickeled metal parts. Just the printer for the small finisher, and a handy machine to have in the larger print.

Price of Midget Printer, complete with six masks and numbering device $75.00



Pako Film Cutter

Here is a new machine that is going to save a lot of time and money in finishing plants.

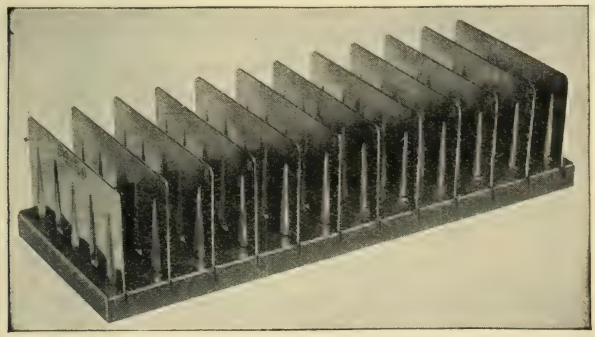
The PAKO film cutter is a compact unit that does away with the excessive time and uncertainty of film cutting on tables and with trimmers. In front of the operator is a convenient polished film trough along which the film is guided to the knife where it is cut smooth, clean and straight. Behind the knife is a lighted surface, enabling the operator to judge and sort films prior to printing.

A foot treadle operates the cutting knife. Behind the polished film trough are a series of partitions for filing film ready to be cut and sorted. You will note from the illustration that the order envelope may accompany the film through this operation.

The machine is made of metal entirely, and finished in polished and crackled enamel surfaces. Immediately under the cutting knife is a drawer for scrap. The PAKO film cutter will save many hours of time each week, and will soon pay for itself.

Price - $45.00

Pako Sorting Rack



PAKO PRINT SORTING RACKS have finished wood bases with metal partitions — aluminum for lightness, beaded for strength and rigidity. They nest together for storage and will give years of service.

Price . . $3.00 each



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅞
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

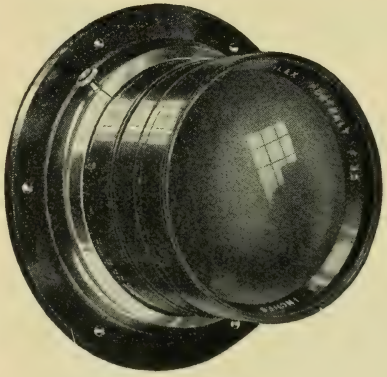
The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY ROCHESTER, NEW YORK

Code Meeting

(Continued from page 7)

The minimum wage is not the maximum. Early in July announcement will be made of the wages to be paid skilled help. . . . The outside dimension of paper used will determine the size by which you may designate an enlargement. A 9x11 paper with 8x10 enlargement would be considered a 9x11 enlargement and must be designated and priced as such. . . . You cannot advertise that you will loan a camera without charge nor advertise free inspection of a camera. This constitutes unfair practice in that it is intended to divert business to you. . . . Photographers in CCC Camps who sell photo finishing or photographic service to members of the Camp for a consideration are subject to all the provisions of the Code. A photographer employed by a school or industrial concern to make pictures for the institution which employs him is not considered subject to the Code unless he sells pictures for a consideration.

Some photographers operate stores in connection with their photo finishing service, and thereby come under the provisions of the Retail Code. Should you find a condition where the two Codes conflict, the most drastic ruling of these Codes will then control the situation. . . . Part time employment is permissible subject to the labor provisions of the Code, but you cannot employ a person for a few hours in the morning and a few hours in the afternoon or evening. All time within each day must be consecutive with only a normal period of one hour for meals. . . . If you have a contract which provides that your establishment must be open seven days a week and a fixed number of hours per day, and the provisions of the Code make this impossible, you must do one of two things; you must employ additional help or obtain a revision of your contract. You cannot violate the Code.

Commercial and Portrait Division

A feature of the evening session was the drawing for lucky number to see who won the gate prize. A most attractive electric coffee urn and waffle iron had been donated for this purpose by the Eastman Kodak Company and Agfa Ansco Corporation. (The holder of the lucky ticket was a young man who is not engaged in photography, and came to accompany a friend.)

E. J .McCullagh as president of the Associated Photographers of the Bay District opened the meeting with introduction of the various people at the speakers table. He introduced Nathan Reiman, regional authority for photo finishers; Henry Sackrider, regional authority for portrait men, and Claude Laval, regional authority for commercial photographers. Mr. Ellis then took over the meeting with a most timely message for all present. Among other things he explained that the Code was not intended to put anyone out of business, but was the one long-wished for opportunity by which the industry could regulate itself. Again the question and answers section revealed the doubt and anxiety of those present, and we will try to present some of the outstanding discussions.

Portrait and commercial men, like photo finishers, are permitted 52 hours a week. The same liberal provision for overtime, which incidentally is more generous than in most Codes, will also permit you to work camera men and delivery men 144 hours overtime a year. The rate of pay for overtime to your employees is 1 1/3 times the normal rate. No person can be worked for more than 6 days out of 7. . . . Each establishment must display its Code insignia which will differ from the NRA emblem in that it

(Continued on page 25)

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens
Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by

HIRSCH & KAYE

Kim Lamps

THE Kim Lamp is a practical but inexpensively priced reflector, designed for use with two Photoflood bulbs. The stand is a 2-section telescopic metal stand with a 9" square ornamental flat base. The reflector is 12 inches in diameter and is attached to the stand by a universal ball swivel. It can be tilted in any direction. Two sockets, each with button switch and located 4 inches apart in the center of the reflector will provide an evenly diffused flood of light. When closed, the stand is 3 feet long, but can be extended to 6 feet. 10 feet of cord and plug are included to make the outfit complete. When used with HIRSCH & KAYE Opal Photoflood bulbs, the Kim lamp will give you an inexpensive but very practical light suitable for studio, commercial or home portrait use.

Kim lamp without bulbs.....$5.50

Bamboo Print Tongs

TO meet the demand for a print tong of improved type, we offer bamboo print tongs, which are much more impervious to water and photographic chemicals than the old wood tongs. These tongs are nine inches long and three-quarters of an inch wide, and are well made. They have plenty of "spring" and we suggest you provide yourself with at least a pair, after which you will use them all the time.

Price .....25 cents

Contrast Fine Grain Developer

IF YOU desire more contrast than the average paraphenylene-diamine formula will give you, we suggest you try the following:

Sodium sulphite (dry)	90 grams
Paraphenylene-diamine	10 grams
Glycin	1 gram
Water to	1 liter

Developing time: approximately 20 minutes at 68 degrees F. Additional contrast may be obtained by increasing the amount of glycin from 1 to 1½ or even 2 grams.

Try This Sandwich

IT IS sometimes desirable and important that an enlargement immediately be made from a film negative while it is still wet. It is not necessary to wait until the film is dry, for a glycerine sandwich will solve your problem.

A glycerine sandwich is nothing more than two pieces of optically flat glass between which the wet film is placed, together with a small amount of glycerine. A little glycerine is placed on top of and under the film, after which the two pieces of glass are squeezed together to make one tight unit. Your negative is then ready for the enlarger, all of which is done in less time than it takes to explain the process.

This method is useful for handling wet negatives and also for films which have through carelessness or age become scratched. Glycerine will not eliminate grain in film, but will fill in scratches, pin spots and other small defects.


R. E. Derby


N. G. Siller


Wm. Wolff


H. L. Bush


K. G. Charlesworth

Our Salesmen Tell Us

A meeting of the Photo Finishers was held in Oakland Friday evening, April 27, as a first step to get organized in compliance with the Code. Nathan Reiman presided over the meeting, and among those who came to San Francisco after attending this meeting, we recall **W. R. Missman** of Bakersfield, **J. B. Rhea** of Monte Rio, and **Henry Sackrider** of Marysville.

♣ ♣

A. C. Pillsbury lectured in San Francisco on April 25, 27 and 28 on "Life In and Under the South Seas." Mr. Pillsbury is a well-known naturalist and scientist whose photographic research work has given him a world-wide reputation.

♣ ♣

Chauncey McGovern, well-known criminologist, died in San Francisco on April 28. He was stricken with a heart attack. Mr. McGovern made extensive use of photography in his research and investigation.

♣ ♣

Mrs. Holly Todd, well-known San Francisco photographer, suffered a heart attack and has been ordered to take complete rest for one year. At present, she is a guest at St. Mary's Hospital. Her niece from Los Angeles has arranged to store the equipment until the studio will be reopened.

Newsreel photographers never know what kind of assignment will come to them on a moment's notice. For proof we cite the experience of **Mervyn Freeman** of the Universal Newsreel and **Don Brinn,** newsreel photographer for the Eyre-Powell Press Service of Los Angeles. They were assigned to photograph the activity of the Elysian Fields Nudist Colony. On arriving at the Colony, they were asked to comply with certain obvious rules which they did, after which a series of photographs of normal activities of the Colony were obtained.

♣ ♣

The **Giannini Studio** in San Leandro is now located in an attractive ground floor location at 1322 - 14th Street, San Leandro.

♣ ♣

W. R. Missman of Bakersfield has purchased the Gainsborough Studio of the same city. The studio will be conducted under the original name.

♣ ♣

Jarrell and Deacon have opened a studio at 565 Mandara Boulevard, Oakland. Both photographers are well known in the Bay region, and were formerly located in the same approximate vicinity. Their specialty is children's pictures.


H. Fazakerly


Bon Ward


Fred Sass


Harry Reif


J. B. Bogue

Our Salesmen Tell Us

The latest studio to open in San Francisco is that of **George Oppen,** located at 722 Montgomery Street.

♣ ♣

C. C. Darling, formerly of Ashland, Oregon, has sold his studio to Bushnell-Perkins, and has opened a studio in Salinas, California.

♣ ♣

Mr. Johnson of Gridley was recently in San Francisco to obtain information about the Code. Apparently photographers have not found it an easy matter to answer all the questions which they are expected to answer in compliance with the new Code, and for that matter it has not been easy in any line of business.

♣ ♣

A. K. Dildilian, well-known San Francisco retoucher, is now located at a new address. We suggest you read his advertisement on Page 24.

It will be well for you always to keep informed of the notices on this page, for frequently you will want the services of a retoucher or colorist.

♣ ♣

The number of orders for studio equipment of all kinds indicates that a long deferred replacement of worn-out equipment has been started. Your backgrounds will probably need attention and replacement, and we are glad to remind you that we still furnish an excellent material for background purpose.

We have found a practical grade of felt which is available in width of 6 feet. It is furnished at the rate of $3.00 a yard, and you can determine the height you desire and order accordingly.

The material is available in various colors, but the most popular color is a dark blue color, which may be reproduced as a medium grey or light grey, depending upon how you handle your light. If the light is kept from the background, the background will reproduce black, but as not as intense as real black clothing. We suggest you provide yourself with one background of this description, for it has many uses.

Price.....$3.00 per yard

Order today from Hirsch & Kaye

♣ ♣

Last year 10,251 wrecked or worn-out motor cars were abandoned by their owners on the streets of New York City — an average of one every 51 minutes.

Professional Service

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By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

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Artist - Retoucher

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
SAN FRANCISCO
WEST 2611

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Thoroughly Experienced
Both Lines
Mail Orders Given Prompt Attention
PRICES REASONABLE

DOLLY E. LEANARD
1288 STATE ST. SALEM, ORE.

RECEPTIONIST - RETOUCHER

Thoroughly Experienced
Desires Position
in San Francisco Studio

Box 1515 THE FOCUS

GEORGE A. WEEDEN

Artist

Producer of
Fine Crayons - Water Colors - Pastels
Oil Paintings - Ivory Miniatures
Air Brush Work

711 - 47TH AVE., SAN FRANCISCO
SKyline 2759

Code Meeting

(Continued from page 19)

will have the Code number and the individual number by which the establishment is designated. Code insignias will be sent to all members as fast as they pay their assessment for Code maintenance. . . . The fact that a person is a stockholder in a studio does not permit him to work overtime on the basis of an executive. . . . The fact that your employee receives $35 a week or more does not permit unlimited working hours.

You must rename your products to indicate exactly what they are. When you file your price list, there must be a reason why you charge more for one style of picture than another.

Under the Code it is permissible to copy a print which has been purchased by the owner and is therefore his property. But you cannot copy proofs or a copyright print.

Where a written contract exists between finisher or photographer and an individual or an institution, you cannot legally solicit business. You can be sued for inducing a person to break his contract. All you can do is to submit your bid to be considered when the contract is to be renewed. A contract, to be valid, should have an expiration date.

If you feel that a competitor is deviating from the terms of the Code, you can file your complaint with the Code Authority. You will be expected to have reasonable proof that the condition about which you complain actually exists, but an independent investigation will nevertheless be made.

You cannot lure or attract business offering an inducement. You cannot offer a gift to students in return for their influence in obtaining a school contract. . . . Coupons may be sold only if approved by the National Code Authority. They must be submitted at least ten days before you plan to sell them, and Mr. Ellis mentioned that up to the present time, not a single coupon has been presented for approval. . . . Cost finding system will be announced and you will be expected to follow this method or make slight adjustments if you already have a satisfactory cost finding system.

The trade area of your community has not yet been defined insofar as the Code is concerned. This will follow. Meanwhile, the U. S. Census of 1930 will be used as a basis to determine trade areas of various communities. . . . Invitational and speculative sittings are not a violation of the Code, provided there is no misrepresentation as to the cause for the sitting. . . . Press photographers are not subject to the provisions of the Code, so long as they do not sell pictures for profit to outsiders.

Definitions

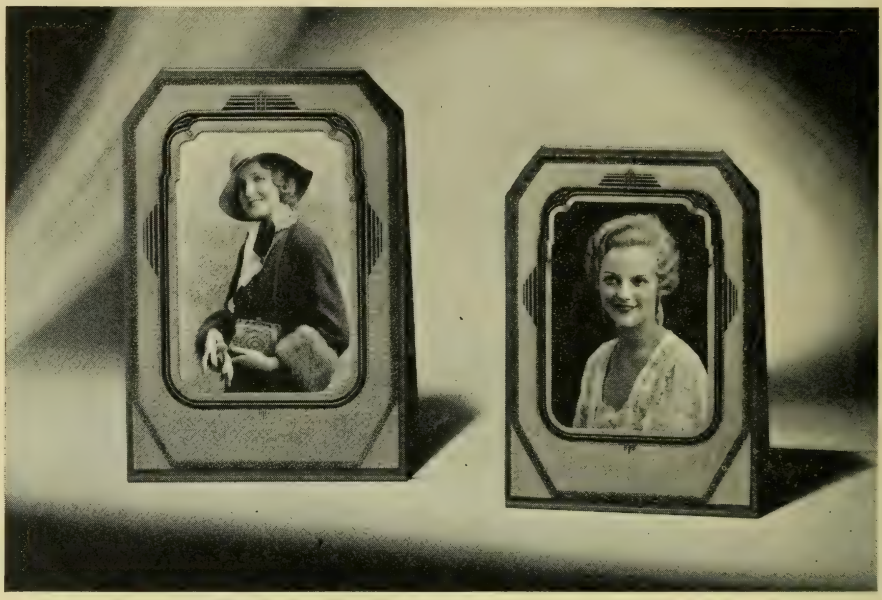
Aerial Perspective—the effect (softening down in tone, color, and detail) of distance upon objects in a landscape.

Anastigmat—a lens free from astigmatism, i.e., from the defect of failing to render sharply horizontal and vertical lines at the same time over all parts of a *flat* plate.

Angle of View—the greatest angle covered by a lens, viz., the angle included between the two lines drawn from the stop to the edges or, as sometimes reckoned, to the ends of the diagonal—of the plate.

Blocking Out—painting over, on a negative, all but a particular part by means of opaque pigment or strongly colored dye. Done on either film or glass side.

Schools will soon be closing . . .



THE COLLEGE

For that *last minute* drive for class pictures feature this COLLEGE Easel. It should also solve your problem for a special for the young folks during the (dull) summer months.

Made in 3x4 and 3½x5 sizes only
The 100 price—$4.85 . . . $5.25
Greytone only

Sample for five cents

SAMPLE OFFER SS-9

Remember—you can order *when you need*—
in quantity *as you need*—from your stockhouse.

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

Last Sunday morning our minister stopped me on the street and said Jerry—dont you ever go to a house of worship, and I says sure, Im on my way over to see her now.

♣ ♣

We were going on a picnic and I stopped at a store to get some ham. I didnt like the color of it and said it was spoiled. Oh no, says the man—its cured.

Well I says—it may be cured, but it looks like it had a relapse.

♣ ♣

That reminds me—my girl thinks they eat raw meat at a nudist colony.

♣ ♣

A salmon is a herring with high blood pressure.

♣ ♣

Some people like to lie in bed. Others dont need a bed.

♣ ♣

Mr. Townsend, our office messenger, dont hear very well. One day Mr. Hirsch was telling him about a store that closed up, but Townsend didnt get the name. So he says—who?—and Mr. Hirsch says—Thompson's Shirt Store.

Too bad, says Townsend — who tore it?

I was reading in a travel book that they have a tablet that marks the spot where Paul Revere stood while he waited for the signal to be hung in Old North Church. But why should he be hung in a church?

♣ ♣

Squirrels are bright, though impolite,
As cultured human's view them;
They wisely eat the nuts they meet,
While we just listen to them.

♣ ♣

I have a Greman friend who asks me a lot of questions. Cherry—he says—vot is Belchin Hares? And I answered, rabbits with a hiccough.

♣ ♣

When Mr. Wolff arrived in N. Y. on his last trip, he asked the hotel clerk if he could go to Chicago by Buffalo. The clerk says a train would be quicker.

♣ ♣

Frequent spanking helps to keep kids on their toes.

♣ ♣

Things are getting better. Soon a photographer can order a double hamberger without looking in his pocket before he orders.

—JERRY.

Bargain Lenses

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
130B	Barre Portrait	F.5	6″	no	$21.00	$12.50
100B	B & L Protar	F18.	5 9/16″	no	33.00	15.00
130C	Barre Portrait	F.5	7″	no	29.00	14.00
124K	Versar	F.6	6½″	Regno	35.00	17.50
82H	Tessar I C	F4.5	15-19/32″	no	274.00	150.00
84G	Radar Anastigmat	F.4	7¼″	no	64.50	48.00
1C	Radar Anastigmat	F4.5	7½″	no	64.50	48.50
132D	Seroco	F6.8	7″	Double Valve	25.00	9.00
92I	Carl Zeiss Tessar	F4.5	7″	no	58.30	39.00
98D	Tessar I C	F4.5	4 7/16″	no	25.30	18.00
58K	Cooke Portrait IIA	F3.5	10″	no	207.00	150.00
64B	Emil Wide Angle	F.12	4½″	no	45.00	19.00
126I	Velostigmat IIIA	F12.5	5⅜″	no	46.00	19.00
92F	Darlot Portrait	F.5	11½″	no	48.00	29.00
90F	Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
136A	Verito	F.4	11½″	Studio	65.00	29.00
190I	Vitax	F3.8	16″	Studio	186.00	95.00
72E	Wollensak Portrait	F.5	15″	no	72.00	39.00
80A	Gundlach Portrait	F.4	14″	no	100.00	42.00
74C	Goerz Dagor	F6.8	4⅛″	no	37.50	25.00
102A	Kodak Anastigmat	F4.5	8½″	no	62.50	42.50
100D	Dall 3A	F.4	16″	no	221.00	79.00
136G	Carl Zeiss Dagor	F6.8	12″	Compound	179.00	50.00
136J	Heliar	F4.5	4¾″	Compound	66.00	21.00
138A	Dagor	F6.8	9½″	Acme	120.00	42.00
138B	Velos Ser IV	F6.3	12″	Antex	112.00	38.50
138C	R. R. Cour	F.8	8″	Antex	20.00	9.00
138E	Zeiss Tessar	F4.5	8¼″	Compound	118.00	76.00
138F	Kodak Anas	F4.5	12″	Compound	150.00	115.00
102D	B. L. Ser V	F18.	5½″	no	34.00	13.00
102G	B. L. W. A. Protar	F12.5	6¼″	no	38.50	16.00
102H	Ex W. A. 11A	F12.5	6¼″	no	33.50	13.00
102J	Goerz D Anas	F.5	9½″	no	90.50	32.50
102I	Zeiss Protar	F.18	5¼″	no	42.50	27.00
104A	Cook Cine	F1.8	1″	no	60.00	35.00
104C	Xenar	F4.5	8¼″	no	67.00	39.00
104D	Protar IV	F12.5	6 1-16″	no	38.50	17.50
104F	Verito	F.4	6½″	no	25.00	12.50

Bargains for the Photographer

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

K. C. Glossy Print Dryer. This is a gas-heated cabinet which will receive up to fourteen 18x24 ferro-type tins with plenty of space between them. There are no moving parts in this dryer, aside from a fan which continually changes the air in the cabinet. We include ten 18x24 japanned ferro-type plates in the bargain price, **$35.**

Motor-driven Squeegee Wringer. This is a Peerless heavy duty wringer with rollers which measure 3x24 inches each. It is mounted on an all-metal base and operated by an efficient electric motor, and will render much satisfactory service.

Bargain Price **$50.00**

Aristo Proofing Lamp. This is the well known Aristo Arc Lamp which is still considered the best lamp for printing-out proof paper. These lamps are difficult to obtain, and we now offer one at bargain price of..... **$15.00**

Guillemont Opal Plates matte finish. We offer a limited number at bargain price of only 70 cents for a box of 12, size 3¼x4¼.

5x7 Cut Film Holders. A rather limited number of 5x7 cut film holders are available. They will fit any camera in which you would use Eastman holders, and while they last, we offer them at bargain price of **$1.80** each.

ILEX SPECIAL LENS

In auto shutter. An excellent 6½-inch lens, F6-8 for Elwood Enlargers.

Bargain Price **$15.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter A complete outfit for **$260.00**

Oak Table with 22" square top. A real bargain for **$2.50**

Dark Oak Chair with round seat and 9-piece back support. Has swivel action. Another bargain for only **$1.75**

Light Oak Swivel Tilting Back Chair with castors.
A bargain for **$2.75**

SERIES C COLOR FILTERS

Equal in color value to W & W G Filters

⅞ inch round in cap mount **$1.10**
1⅛ inch round in cap mount **1.10**
1 7/16 inch round in cap mount **1.25**
4½ inch round in cap mount **4.90**

TISSUE ENCLOSURES

These are transparent tissue enclosures, without flap and designed like negative preservers. Size 7¼x10.

Bargain Price

60 cents a hundred
$2.50 for 500
4.50 for 1000

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
2—10 gal.	8 in.	8 in.	38 in.	**$21.00**
1—14 gal.	8 in.	9½ in.	42 in.	**24.00**
4—18 gal.	10½ in.	9½ in.	42 in.	**27.50**
5—24 gal.	14 in.	9½ in.	42 in.	**33.00**
4—29 gal.	17 in.	9½ in	42 in.	**38.50**

Terms if desired

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price ..... **20 cents each**

Bargains for the Photographer

8x10 R.B. Enlarging Camera
Bargain Price $13.50

14" Mounted Condensers in excellent condition. Suggested for use with the R.B. enlarging camera.
Bargain Price $65.00

12" 4-blade Emerson Fan, desk type.
Bargain Price $7.50

5x7 Eastman View Camera without case and with one film holder. In good condition.
Bargain Price $30.00

6½" Mounted Condensers in good condition. Will cover 4x5 plate.
Bargain Price $6.75

4x5 Standard Orthonon Plates. They have been in stock for some time, but are believed to be in good condition.
Bargain Price ..... 35c dozen

4x5 Seed 27 Plates. These have been in stock for some time, but are believed to be in good condition.
Bargain Price ..... 35c dozen

4x5 Hammer Press Plates. H&D rating 1400. Plates are about a year old, but are believed to be in good condition.
Bargain Price ..... 35c dozen

5x7 Hypersensitive W & W Panchromatic Plates. These plates have been in stock for some time, but have been stored under favorable conditions. Suggested for experiments.
Bargain Price ..... 65c dozen

No. 1 Crown Tripod, 16 inches long when folded, 54 inches high.
Bargain Price $3.95

No. 2 Crown Tripod, 17¼" when folded, 57 inches high.
Bargain Price $5.75

10-inch x 6 feet Cirkut Print Frame. Excellent for printing medleys.
Bargain Price, only $8.50

12-Drawer Cabinet for the storage of sample display pictures. Outside measurement of cabinet 42 inches long, 14 inches high, 17½ inches wide. Each drawer measures 1¼x 14½x18½ inches long. Here is a pick-up for only **$4.00**

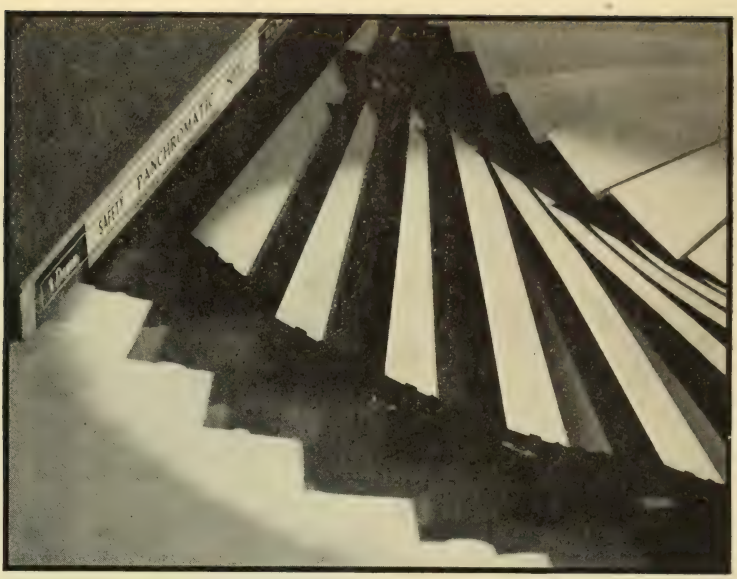
MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price $40.00
(Can be purchased on terms.)

5x7 Auto Focus Enlarger. Excellent condition. Complete with paper holder.
Bargain Price $127.50

French Retouching Varnish, per bottle **15c**



GREATER **SPEED**

FINER **QUALITY**

LARGER **SALES**

THE speed of Eastman Super-sensitive and Portrait Panchromatic Films has so reduced exposures that in many studios the average portrait is now made in the fraction of a second.

Added to this marked advantage, which makes possible more natural and pleasing expression, color sensitivity gives a finer rendering of flesh tones, eliminating much of the roughness of proofs and increasing the size and value of orders. Be progressive, use these films of finer quality and increase your sales. Eastman Kodak Company, Rochester, New York.

EASTMAN

NRA

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS



SELL QUALITY PRINTS

SINCE the print you make is the sole expression of your skill as a photographer, you should follow the example of discriminating workmen and use Vitava Papers.

Vitava will correctly reproduce the most delicate negative gradation—will actually enhance negative quality by the brilliance of its rich, warm tones. Show Vitava Opal samples in a range of sizes and increase the sale of large prints. Eastman Kodak Company, Rochester, New York.

VITAVA PAPERS

FOR CONTACT PRINTS AND ENLARGEMENTS

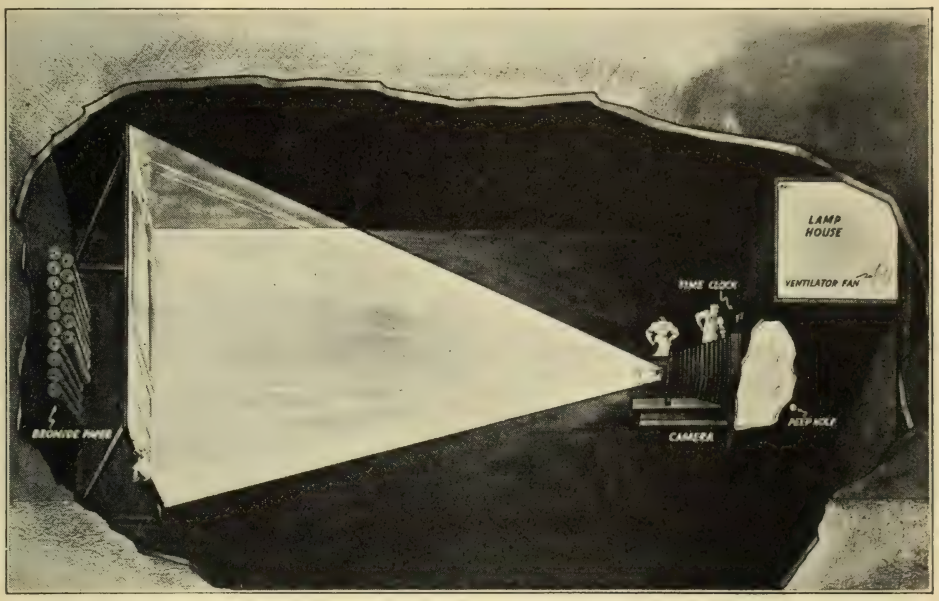
SPECIAL COLLECTIONS

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. X JUNE, 1934 No. 6



Making Bromide Prints for 600-Foot Photo Mural in Ford Building at a Century of Progress

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HIRSCH & KAYE
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DEFENDER

VELTURA

For Warm Tone Projection Prints

Veltura has printing speed in keeping with present day projection technic and equipment. In quality, and in flexibility, it responds as does a contact paper.

For the portrait maker Veltura has an even more persuasive appeal in its warmth and beauty of tone.

For Contact Prints
ARTURA IRIS

For Matched Projections
DEFENDER VELTURA

Seventeen Surfaces



Description, Manipulation, Price List
THE DEFENDER BOOK



DEFENDER
PHOTO SUPPLY COMPANY, INC.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 GRANT AVENUE, SAN FRANCISCO
The Largest Independently Owned Photo Supply House in the West

VOL. X JUNE, 1934 NO. 6



Introducing—
MRS. GUY D. EDWARDS

It is the ambition of most photographers someday to retire and enjoy life on a farm. We know of at least one photographer whose daily environment is the kind you dream about but seldom experience.

If you are ever in the vicinity of Concord, California, in the Contra Costa country, be sure to visit the Garden Studio of Mrs. Guy D. Edwards, on Hookston Road. Here you will find a most charming location, one that will inspire an artist to maximum height of ability. Picture a delightful rustic studio in the midst of a large flower garden, with pergola, aviary, rustic furniture and a complete setting for every type of picture.

Mrs. Edwards was born in Alton, Illinois. Her father, George C. Adams, was a Congregational minister, first in Alton, then in St. Louis, and was pastor of the First Congregational Church of San Francisco at the time of the great fire of 1906, where he had been in charge for fourteen years. He lived long enough to see his church rebuilt. Her mother lived to the age of 83.

As a child, Mrs. Edwards seemingly always had a camera with her, but it was not until she married that photography claimed her most serious attention. Her first child was a constant subject for pictures.

And that reminds us—as a small child, Mrs. Edwards had her picture made in a studio in Alton and her husband, also had his first picture made in the same studio, same chair, and same pose at about the same age. Their paths were not to converge till later years, in San Francisco. Yes, we realize we are telling you very little about Mr. Edwards, but he understands that this is written about a photographer for a photographic publication.

Mrs. Edwards has been active in photography in Seattle and Oakland. Even now, she is active in the First Congregational Church of Berkeley, and is a charter member of the Outlook Literary Club of San Francisco, organized thirty-two years ago. And nothing is permitted to interfere with the home life over which she presides. She maintains a 12-room home with ease, and is interested in gardening and fancy work. Truly a well-rounded and ambitious program for any one person.

Her greatest distinction was probably conferred by a soldier who cut a picture of Mrs. Edward's daughter from a magazine he found in a Y. M. C. A. Camp during the war. He carried this picture till it was worn threadbare, and later, traced the subject and photographer through the magazine and correspondence.

A wise man does not waste time in regrets of yesterday.—*Confucius.*

That labor in California generally is receiving higher wages than it did last year is shown by the June issue of the Labor Market Bulletin.



Why Compromise Your Studio?

In advertising, they say a few sincere words in the simplest form of expression, done in a pleasing harmony of typography . . . command readers quicker than black headlines.

In portraiture, a refined elegant mount, with enough "white space" and with complete harmony of *ensemble,* instantly compels the eye. The arresting quality of a beautiful portraiture is part picture, part mount. Even though it be 95 per cent picture, is *it good business to compromise the other 5 per cent . . . for the sake of something less than an authentic mount mode?*

Wise photographers know the answer—and it pays to heed their example. *Compromises can be mighty expensive in the final reckoning.*

Above we illustrate the "Beacon" folder. This is one of the gems of fine quality and design created by the Gross Photo Supply Co. to help you in raising your craftsmanship to the highest level and presenting it at its best advantage.

Manufactured by

THE GROSS PHOTO SUPPLY CO.
TOLEDO, OHIO

Distributors

HIRSCH & KAYE
239 Grant Ave.
San Francisco, Cal.

Camera Breaks Record

New U. S. Machine World's Biggest

THE world's largest camera for making precision photographs, weighing 14 tons and with a dark room built inside it to develop pictures will be placed in operation tomorrow by the Coast and Geodetic Survey.

The camera, designed for reproducing Government nautical charts and airway maps, "snaps" pictures 50 inches square. It is 31 feet long, fills an entire room in the basement of the Commerce Department building, and photographs charts with an error of less than the thickness of a cigarette paper—one thousandth of an inch.

The frame of the giant camera resembles a railroad bridge, for it is built of 27-inch steel "I" beams, and is suspended on three groups of chains from girders that rest directly on the building's foundations. This protects the camera from horizontal vibrations of the building and cork pads guard against vertical movements, both of which might interfere with the high precision of the photographs.

The camera will make it possible to produce more up to date charts essential for safety of ships and airplanes, at greater speed and less cost than ever before, the Coast Survey said. It will photograph for the first time a complete chart on a single negative, making possible a considerable reduction in cost of producing charts. Design, construction and adjustment of the camera took two years, at a cost of $15,240.

—*S. F. Chronicle.*

Sun Goggles

Do you ever have sun haziness? While basking in the sun on a glaring beach, did you ever regret not being able to see your little kiddies or your favorite Scottie gamboling on the sand? Hirsch & Kaye can remedy that with their new sun glasses, the Tubascope (a new trick to you?) They are made of colorless isinglass with a small opening that enables you to look at old Sol without blinking or eye-strain, yet with perfect visibility. They are most practical and inexpensive—only one dollar a pair.

←❖→

Victor Intensifier

#1 Powder, makes 4 ozs. of solution..$0.25
#2 Powder, makes 8 ozs. of solution.. .45
#3 Powder, makes 16 ozs. of solution.. .85

Enameled Steel Graduates



High quality white enamel is applied in three coats to the Graduate. Carefully formed from best sheet steel with electrically welded steel handle and large pouring lip. Accurately graduated in ounces and cubic centimeters.
No. 150—16-Ounce Graduates..$1.25
No. 170—32-Ounce Graduates.. 1.70

←❖→

Most people believe in law and order as long as they can lay down the law and give the orders.

←❖→

It is mighty hard to make a spendthrift understand that to make money last he must make it first.



British Embassy, Washington—Photo by Harris & Ewing

For Unusual Wide-Angle Photographs

Wollensak Series IIIa Extreme Wide-Angle Lens

When working in limited space and a short focus lens is required, use the Wollensak Series IIIa Extreme Wide-Angle lens. You'll be delighted with the remarkable freedom from distortion, the wealth of detail and extraordinary depth of focus achieved in the finished print.

Angle of view is 90°. Excellent definition at full aperture. Stopping down gives added depth of focus and covering-power permitting use of the next larger size of plate thus increasing angle of view to 100°.

Here's a *real* wide-angle lens. Write today for literature and try-before-you-buy offer.

Wollensak Optical Company
ROCHESTER, NEW YORK

KODALK . . . A New Alkali for Developers

THE alkalis most commonly used in developers are sodium carbonate and borax. Carbonate has the objectionable property of reacting with acids to form carbon dioxide gas. When a film saturated with developer containing carbonate goes into an acid fixing bath, bubbles of this gas form in the gelatin. If the gelatin is warm and soft, this gas pressure forms blisters. Borax is a weak alkali and only satisfactory for developers of limited activity.

The Eastman Kodak Company has developed a new alkali, KODALK, which is more alkaline than borax and slightly less than carbonate. It does not contain carbonate, does not evolve a gas in contact with acid, so it can not produce blisters.

The action of Kodalk in a developer is practically the same as carbonate as far as quality is concerned. It keeps satisfactorily in a covered container and dissolves readily in water. It is recommended that the following Kodalk formulas be used in preference to old formulas with carbonate replaced by Kodalk. Kodalk is not recommended for pyro developers or for use with papers.

The following formulas are recommended for developing Kodak N.C., Verichrome, Super Sensitive Panchromatic and Panatomic Films:

APPROXIMATE DEVELOPMENT TIME AT 65° F.

	N. C., Verichrome, SS Pan.	Panatomic
Formula D-50 (deep tank or tray)	10 Min.	7 Min.
Formula D-60 (for machines)	6-8 Min.	5 Min.

KODALK FORMULA D-50

Elon	145 grains	3 ozs. 145 grains	1 lb.
Sodium Sulphite desiccated (EK Co.)	4 ozs.	2½ lbs.	12 lbs.
Hydroquinone	145 grains	3¼ ozs.	1 lb.
Kodalk	1 oz. 145 grains	13¼ ozs.	4 lbs.
Potassium Bromide	29 grains	290 grains	3¼ ozs.
Water to make	1 gal.	10 gals.	48 gals.

KODALK FORMULA D-60

Elon	145 grains	3 ozs. 145 grains	1 lb.
Sodium Sulphite, desiccated (EK Co.)	4 ozs.	2½ lbs.	12 lbs.
Hydroquinone	145 grains	3¼ ozs.	1 lb.
Kodalk	2 ozs. 290 grains	26½ ozs.	8 lbs.
Potassium Bromide	29 grains	290 grains	3¼ ozs.
Water to make	1 gal.	10 gals.	48 gals.

REPLENISHER FOR FORMULAS ABOVE
FORMULA D-50R

Water (about 150° F.)	96 ozs.	1½ gals.	3 gals.
Elon	290 grains	1 oz. 145 grains	2 ozs. 290 grains
Sodium Sulphite, desiccated (EK Co.)	4 ozs.	8 ozs.	1 lb.
Hydroquinone	1 oz. 145 grains	2 ozs. 290 grains	5¼ ozs.
Kodalk	5¼ ozs.	10½ ozs.	21¼ ozs.
Water to make	1 gal.	2 gals.	4 gals.

KODALK

1 lb. can.....$ .30 5 lb. can.....$1.20 40 lb. can.....$6.50

Opal Flood Bulbs

The construction of these bulbs assures longer life than that of ordinary bulbs. Opal bulbs, moreover, give better diffusion than frosted bulbs.

Standard size	$ .40
Double size	.55

Opal Bulbs for Enlargers

Inasmuch as opal glass assures maximum diffusion of light, we suggest the use of opal bulbs wherever possible.

100 watt	$ .40
150 watt	.75
200 watt	1.00

Bamboo Print Tongs

Prints in developer or fixing solutions need no longer be touched by the hands. Bamboo print tongs save your hands from the action of solutions. They keep the hands dry. The bamboo feature gives plenty of "spring" to the tongs. They will not scratch. The convenient length of nine inches makes these tongs practical for photographic prints of all sizes.

Price ..... $ .25

Kim Lamp

This is the latest development in reflectors for photoflood bulbs. The outfit consists of twelve inch satin finished reflector attached to a two section telescopic metal stand. By means of universal ball swivel, the reflector can be turned in any direction. Two sockets, each with push button switch, located four inches apart in the center of the reflector assures an evenly diffused flood of light. The stand can be closed to three feet and extended to six feet. An excellent lamp for both amateur and professional photographers.

Supplied complete with ten feet of cord and plug, but without bulbs.

Price $5.50

Neg-a-Chart

Six master negatives, each of different density, marked according to degrees of contrast. Merely compare the negative from which you want to print. A master negative of like density has identification markings which enable you to select printing paper of just the right degree of contrast.

Neg-A-Charts are available in three types. For contact printing—general enlarging—portrait enlarging. Specify which type you prefer.

Price, any type..... 35 cents each

Development for Paper Negatives

The following formula for paper negatives was submitted by Mr. W. E. Dassonville, and is suggested for your use.

Water	32 ozs.
Metol	45 grs.
Sodium Sulphite	1½ ozs.
Hydroquinone	165 grs.
Sodium Carbonate	1 oz.
Potassium Bromide	62 grs.

World's Largest Photograph

(Exclusive release to THE FOCUS)

THE importance of photography is impressively recognized at the current Century of Progress in Chicago just as it was at the Fair last year and one of the most striking tributes to the camera is found in the gigantic photo-mural installed in the rotunda of the Ford Motor Company Building.

Looking down upon Mr. Ford's priceless collection of ancient vehicles, it depicts powerfully active scenes taken in the Fort plant at Dearborn, Michigan, during the manufacture of a modern motor car. The mural and the old vehicles form one of the most striking contrasts on the grounds.

The shops of Kaufmann & Fabry, Chicago, Official Photographers for this year's as well as last year's Fair, started work on the 600-foot mural about a month before the Fair opened. It was gratifying to have the entire job installed and practically 100 per cent completed on the morning of May 26th when hordes of visitors poured into the Ford Building. The month witnessed many interesting happenings as the mural progressed.

Original 8″x10″ negatives were made at the Ford plant, enlarged to positives 11″x14″ and these in turn made into enlarged negatives 16″x20″. Eastman commercial film was used for the positives and negatives. Throughout the work, the photographers and mural "engineers" were greatly aided by the Eastman Kodak Company in devising special developing methods to achieve the fine grain in the finished job.

A large printing room was fitted up in the plant for the enlarging upon Bromide paper. Eastman P.M.C. No. 3 bromide on cut sheets 40″x10′ were used. About 7,000 watts of brilliant light were required and most of the printing was done after midnight to enjoy the benefits of steadier current and also to avoid possibilities of blurring due to traffic vibrations in the outside streets. The front page of this issue will give you an artist's conception of the task.

Once the negatives were selected, only 28 were used in the entire job, although scores were taken for the work, the task became chiefly one of production. A large workroom was rented near the plant and here all the 97 steel panels which had been fabricated in a Chicago steel mill, were mounted with a backing of Masonite, covered with canvas and the enlargements applied. A few figures here will further show the magnitude of the task. More than twelve tons of steel were needed for the panels, 12,000 square feet of Masonite, 12,000 square feet of canvas, 11,000 screws and twenty-five gallons of special cement.

The panels on completion were waterproofed and then transported to the Fair Grounds in a special 60-ton truck. This huge vehicle was admirably suited to the purpose as it eliminated unnecessary jars and vibrations and facilitated moving the twenty-foot high panels without undue risk. The entire job was installed without a mishap.

Aside from its magnitude, the task was an interesting one as a problem in adequate developing, uniform printing and general reflection of a quality necessary for a successful mural of these proportions. The results, it is felt, already have justified the vast amount of thought and care put into the work.

The huge rotunda mural is the largest of many large mural installations in the Ford Building, and there are

(Continued on page 11)

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard,
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

World's Largest Photograph

(Continued from page 9)

scores of others in the Fair Grounds. It is generally interesting to the photographic world to see this added recognition of the importance of photography at an exposition of this character. The idea for the Ford mural was originated by Walter Dorwin Teague, leading industrial designer, who had charge of interior work on the Ford Building, of which Albert Kahn was architect. The original photographs for the big mural were taken by George Ebling of the Ford Motor Company photographic laboratories, and by Adolph Presler, of the Kaufmann & Fabry staff, under Mr. Ford's personal supervision. A. E. Clason, experienced mural expert, had supervision of the entire mechanical work from the construction of the panels to their final installation. In all, some forty men were required for the job which has an added interesting feature to those tracing the growth of photography. It will be remembered that the Louisiana Purchase Exposition in St. Louis, in 1904, exhibited what was then the largest photograph taken. It was ten feet long and two feet high. The mural is, of course, more than one photograph, but its huge size, clearness and general quality tell a story of camera progress that is well in keeping with the dominant theme of the great exposition now receiving the world at Chicago.

←❖→

Last year gas killed four thousand nine hundred and fifty-two persons. Thirty inhaled it, nine hundred and twenty-one lit matches over it, and four thousand stepped on it.

←❖→

The old-fashioned fellow who never thought anything of walking eighteen or twenty miles in the afternoon has a grandson who never thought of it either.

Please Address All Letters to the Firm

It is always gratifying to see the number of letters which arrive in each mail and addressed to individuals. It indicates a friendship between our employees and our customers, which we naturally like to cultivate.

But sometimes the person to whom the letter is written is away on business, and in the case of our several roadsmen, they are likely to be away for a time of one week to five weeks. Even our store and office employees are likely to be away because of illness or special business, which requires their absence for a day or more.

When a letter indicates that it was sent by a customer and the person to whom it is addressed is not immediately available, we feel tempted to open the letter and frequently do. After it has received attention, it is placed where the person for whom it was intended will see that it arrived and was given immediate attention. Sometimes the letter may be of personal nature, and we hesitate to open it.

It will be far more satisfactory to send your communications to Hirsch & Kaye, and mark it for the attention of the person you wish to receive it. In this way it will be considered firm business, and will receive immediate attention, while the person whose name you mention on the letter will also see the letter, and much of your time will be saved.

←❖→

Baryta (Barium Sulphate)—Material applied as a coating to raw paper before coating with sensitive emulsion. This keeps the picture image from sinking into the paper and so yields crisp, brilliant prints.

←❖→

A wise man does not waste time in regrets of yesterday.—*Confucius.*


R. E. Derby


N. G. Siller


Wm. Wolff


H. L. Bush


K. G. Charlesworth

Our Salesmen Tell Us

A customer wrote us as follows: ". . . . Many thanks for your very prompt attention to our wishes and it may interest you to know that your packing cases were made of such good lumber that some of the wood went into building the studio."

Thank you, Mr. S., the invoice for lumber will follow as soon as we can figure the foot candles or whatever they use to measure lumber.

♣ ♣

Information is desired about **B. C. Morgan,** a photographer formerly located in Carpinteria, and more recently in Mountain View, California.

♣ ♣

Otto Schellenberg, photographer at Oceanside, California, was killed in an automobile accident on May 18. Mr. Schellenberg had been on the Pacific Coast a long time and was associated at various times with Hartsook, Witzel, Sensor and Universal City Studios.

♣ ♣

Herman A. Metz, a well-known chemist, died in the New Rochelle Hospital, New Rochelle, New York, on May 13. He was closely allied with the chemical industry on the Pacific Coast, and many photographers used the dies and pigments made by the company.

Ford Samuels, well known commercial photographer located in Oakland, has been duly installed as Postmaster of the city of Alameda. His duties will be too numerous to permit him to spend much time in reading the postcards sent to and from neighborhood studios.

♣ ♣

Formation of the Master Photographers of San Francisco, to promote advertising photography and cooperation with the Natioal Code Authority was announced recently by **Louis A. Lauck,** president. The new group replaces the old Commercial Photographers' Association.

Its membership includes advertising, commercial, publicity, illustrative and aerial photographers. Officers are: President, Louis A. Lauck; Roger Sturtevant, vice president; J. H. Brenenstul, secretary-treasurer, and Phil Stroupe, historian. Headquarters have been established at 153 Kearny street.

♣ ♣

At a meeting held June 5, the Associated Photographers of the San Francisco Bay region elected **Ben Reade** as their president.

♣ ♣

Ibanez & Fay are now located at their new address, 1841 Mariposa Street, Fresno.


H. Fazakerly


Bon Ward


Fred Sass


Harry Reip


J. B. Bogue

Our Salesmen Tell Us

R. H. Sargent, photographer and inventor at Anderson, California, has perfected the "shootcase." It serves a dual purpose of suitcase and camera. When not used for photographic purpose, you can carry a considerable assortment of apples, potatoes, bottled goods, spare parts for the auto, gold nuggets, or what have you. When emptied, it becomes a long focus box camera and has already been productive of some uusually good infra red pictures taken at long distance.

♣ ♣

W. A. Brown of Modesto is an artist in addition to a photographer. Our salesmen have been fortunate in being permitted to view his paintings, one of which is a sunset scene measuring approximately 15x25 feet. That is some painting.

♣ ♣

F. G. Sutherland has opened a photo finishing plant in Carson City, Nevada.

♣ ♣

Beulah Ross, well-known Burlingame photographer, has left for an auto tour which will include the Indian Reservations in Nevada, Arizona, New Mexico and Colorado. Which may be a roundabout but thoroughly interesting way to Denver, where she will visit her parents. She expects to return early in August.

♣ ♣

Mr. Parsons, of the firm of Parsons & Heilbron of Fresno, was also in San Francisco, and we were interested to learn that he had accepted appointment on one of the new Governmental Bureaus which is designated H.O.L.C., which we believe stands for Home Owners Loan Commission. He will be attached to the San Francisco office.

♣ ♣

Mr. Turner, of the MacMillan Studio in the well known Navy Yard town of Vallejo, was in San Francisco on one of his regular visits. He intends to keep in touch with everything that takes place.

♣ ♣

Hammer Dry Plate Company Has New President

On the death of Mr. Richard Salzgeber May 13, former president of the Hammer Dry Plate Company, **Mr. William B. Hammer** was elected president, and Mr. Richard W. Salzgeber was elected secretary and treasurer. The Hammer Dry Plate Company is one of the oldest and best known manufacturers of sensitized emulsions, and now offers a complete assortment of both plates and film.

When Detail Counts PICTOL helps get it

This view of St. Louis, the Father of Waters, and Illinois, taken by Papin Aerial Surveys, shows a wealth of detail. A good camera and operator were ably supported by good chemicals—Mallinckrodt Chemicals. If you were to ask Mr. Papin how he manages to secure such marvelous detail at such distances, he would mention Pictol as one of the important factors. Many of the outstanding photographers use Mallinckrodt Chemicals exclusively because of their perfect uniformity.

A sample of Pictol will be sent to professional photographers who have never tried it.



Mallinckrodt
CHEMICAL WORKS
"Makers of the Most Extensive Line of Photo Purified Chemicals"
Second and Mallinckrodt Streets, St. Louis, Mo.

New York—Chicago—Philadelphia—Toronto—Montreal



Professional Service

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

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FERN BROWN
1856 SPRUCE STREET BERKELEY, CALIF.

TIRRO TAPE

A rubber base adhesive tape. Excellent for use on your printers. Keeps masks in place, etc.

Per roll, 1 inch wide.....$0.50

E. K. MIDORI

Retoucher
Alteration Expert

1824-C SUTTER STREET
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Artist Retoucher and Colorist

Thoroughly Experienced
Both Lines
Mail Orders Given Prompt Attention
PRICES REASONABLE

DOLLY E. LEANARD
1288 STATE ST. SALEM, ORE.

GEORGE A. WEEDEN

Artist

Producer of
Fine Crayons - Water Colors - Pastels
Oil Paintings - Ivory Miniatures
Air Brush Work

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SKyline 2759

How About Lamps?



Do you need lamps for the home, office, studio or workrooms? All sizes, shapes and colors are in stock.

Order today from Hirsch & Kaye.

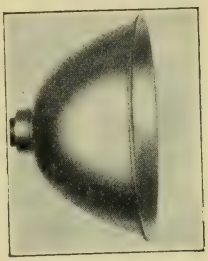
Flash Bulb Carrier
for
12 Bulbs and Reflector

Made of imitation leather.
Light weight but strong.

Price only - - - - - $3.75

Victor
Photoflood Reflector

A More Efficient Reflector for No. 1 Photoflood Lamps



Accurate Illumination—Meter tests show a 50% stronger—and more uniform—illumination of subject, than is obtained with competing reflectors.

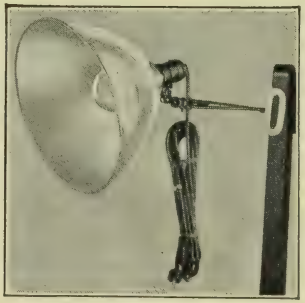
Gives a maximum concentration of light from No. 1 Photoflood Lamps over that area for which these lamps can be satisfactorily employed. Illuminates such area evenly—no strong spots or streaks.

The Victor Reflector screws right on the regular shade attachment threads found on the sockets of practically all floor or table lamps, extension light cords, and wall fixtures. Still better and more efficient means of using it are provided by the very convenient, low-priced units hereinafter described. The Victor Reflector is supplied with all of them.

It is spun of substantial weight aluminum. Both inside and outside surfaces have a frosted, silvery, fine grain aluminum oxide finish produced by a chemical process. Is ten inches in diameter, and six inches deep.

Price, $0.85

Victor
Clamp-On Photoflood Unit



In this compact, convenient unit, a Victor Photoflood Reflector is mounted on a good quality nickeled push switch socket having heat proof push tips.

Attached to this socket is a nickeled friction swivel by which the reflector may be tilted or turned to any desired position, and held in such position.

The base consists of rubber covered stiff spring clamp jaws, which can be instantly slipped on—and will hold the unit securely to—any convenient support. Will also serve as a handle should one prefer to hold the unit.

Supplied with a quality rubber plug and 10 ft. rubber sheathed cord. Weight 1¼ lbs.

Price, Without Photoflood Lamp, $1.75

Victor Single Combination Photoflood Unit

Lighting Unit May Be Either Supported on the Standard, or Used as a Clamp-on Unit



Any desired position of light can be secured in any surround-gs. The standard provides an excellent, adjustable support for ıe lighting unit for most requirements. And when working in ery close quarters, or to throw the light uyward from the floor, s for fireplace lightings, the lighting unit may be slipped off andard and will attach by spring hold to any convenient surface.

The four section, nickeled, telescopic standard supports the ghting unit at any desired height up to 7¾ ft. When tele-coped is only 23 in. long. Top section is jointed and may be sed as a 20 in. handle.

Weight of complete outfit 3 lbs.

Price, Without Photoflood Lamp, $4.00

Victor Twin Combination Photoflood Unit

A More Powerful and Still More Flexible Light



Provides Two Lights on Standard—

Or One on Standard and One Clamp-On Unit—

Or Two Clamp-On Units.

Much shorter exposures can be made with this two light unit. And by using one light on the standard and the other as a Clamp-On Unit, nicely balanced lightings can be secured.

This Unit is the same as the Single Combination Unit with ıe addition of a second complete Clamp-on Unit, and a cross ar for top of standard for supporting the two lighting units. Veight 4¼ lbs.

Price, Without Photoflood Lamps, $5.75

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with superstrength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

What Is Cost?

MANY photographers have given little if any attention to the matter of cost, but now that the Code is effective, cost is a matter of great concern to every photographer.

Price in general is the sum of wages, depreciation, depletion and profit. Cost more specifically means the cost of all direct labor, cost of all direct material, all direct expense and all overhead expense.

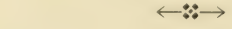
The term "direct labor" means wages paid for the labor directly performed upon the work undertaken or upon component parts of the articles produced.

The term "direct material" means the cost of raw material and purchased component parts enter directly into the work or into the various products, and would include the cost of containers or facilities for delivery to your customers. The cost of direct material is the invoice cost, less trade discounts, plus shipping and drayage.

The term "direct expense" means expense of any nature and would include traveling to and from the scene where pictures are made.

The term "overhead expense" means the cost in connection with the work undertaken and not properly chargeable to direct labor, direct material or direct expense. It includes supervision, indirect or unproductive labor, rent, fuel, light, heat, water, insurance, taxes and other expense incidental to conducting your business. Included in overhead expense but classified as a separate cost are general administration and selling expenses which include salary of management or owner, as well as traveling, subscriptions, membership fees, dues, advertising and salesmen's commissions.

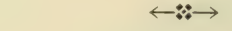
Your own bookkeeping system may not break down cost into these various component parts, for this will depend somewhat on the size of your business, but this explanation is submitted so that photographers who have heretofore not paid much attention to cost records will have a better understanding of factors in the cost of doing business.



Have You a Brush?

PHOTOGRAPHERS who have invested in airbrush equipment have invariably found that the brush has many uses. Some photographers have quickly earned the total amount of their investment by their ability to produce results obtainable in no other way.

Airbrush equipment is readily used and requires no great degree of skill in order to get started with it. Backgrounds can be worked in and when working on copies or reproductions of groups, backgrounds and people in the group can be eliminated. An airbrush should be in every photographer's equipment, and if you desire to know more about the airbrush and its use, we suggest that you write to us for interesting catalogs.



Definitions

Bleaching Baths—chemical solutions used in intensification and toning to turn the black silver image white, or pale buff, or gray. This they do by converting the silver image into silver chloride, bromide, or iodide or other non-colored and insoluble silver salts.

Blisters—bubbles formed between the emulsion and its glass or paper support. Due to too strong solutions, differences of temperature, etc.

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SAVE overhead and operating expense.
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Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

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Ask your Dealer for prompt shipment or write us.



5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

From the Melting Pot to Your Bank Account

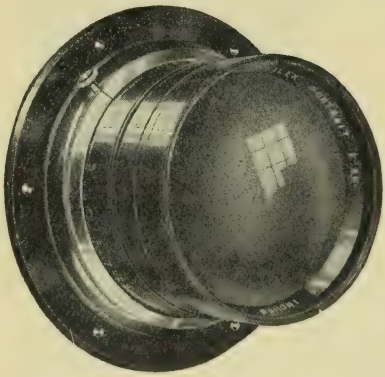
ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by
HIRSCH & KAYE

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY ROCHESTER, NEW YORK

The "Chiseler"

By R. R. GOOD, *Secretary,*
Commercial and Illustrative Photographers' Institute of Chicago

Reprinted from "*The Professional Photographer*"

SINCE the birth of the NRA we have heard a great deal about the "chiseler"; what his actions have cost industry, labor and the public generally; and last but not least there have been numerous indignant inquiries as to what should be done to get rid of him.

Before we try to answer this question, let's find out just what a "chiseler" is and why he is so thoroughly detested by all.

Webster says to chisel means "to cut, to gouge". In boxing it means hitting below the belt; in sprinting it means beating the gun; in football it means clipping, unfair use of hands, etc., etc. Simmered down, it means taking unfair advantage of the other fellow. Its meaning in business is very similar—to cut our competitor's prices, or in some other unfair way gouge him out of his rightful share of available competitive business.

It is not my intention to further infuriate feeling against this class of business man, but rather to discuss frankly how price-cutting and unethical practices known as chiseling can be eliminated.

Some of you are going to give me the age-old answer of "an eye for an eye and a tooth for a tooth". During the past few years this plan has been found woefully inadequate. No matter how low cut-throat competition forces prices, the chiseler will always go one better, and it is surprising how long he can stay in business; his losses are taken out of his employees' wages and out of his customers through the delivery of inferior products.

He cannot be gotten rid of through force. The day of the "racketeer" is over and his methods are no longer to be tolerated.

During the past five years business men have fallen from the highest position of influence they ever occupied to one of the lowest. Never has there been a time when popular feeling was so strongly against them; they are on trial before the "American Public". Good business men and chiselers are today being damned for the sins of the latter. The NRA Codes, if and when they are approved, will help to some extent, but that is not the final answer. The American people have clearly shown that they will not obey laws unless they are in full sympathy with those laws. We must therefore go beyond Code enforcement for the elimination of cut-throat competition and unethical practices.

A great effort is being made to end a depression. Prosperity demands that money circulate freely. Every firm must have a fair profit, after paying its employees fair wages and properly supporting with reasonable tax payments the Federal Government and the community in which it is located. There is only one way to make money. That is by selling at a profit. There is only one way to sell at a profit, and that is by knowing what it costs to run your business. When you know that, you are in a position to help your competitor and in turn your entire industry. When an industry is put on a business basis and all the facts are known, it doesn't take a great deal of courage to sell products on a profitable basi—and the man who knows all the facts will seldom if ever have the guts to do things that he knows destroy the confidence of his

(Continued on page 27)

Many Studios want an "Oversize" Easel . . .
Therefore, This New Spring Style



The WINONA

"Oversize" easels cost a few cents more per dozen than standard sizes, but in appearance they carry an added value. The WINONA can be made a real profitable proposition as the generous outside margins not only allow ample gluing space, but add a touch of value which will bring a better price for portraits.

The 4x6 size outside measurement is 6¼x9⅛—the 5x7 size is 7x10⅛.

NOTICE THE PRICES—

For sizes	3x4	3x5	4x6	5x7
The 100 price	$6.20	$7.00	$8.25	$9.25

Greytone and Neutral

Many studios will make use of this popular priced style, featuring it along with the NEW NATIONAL, the companion style with standard outside dimensions.

Make use of this interesting Sample Offer:

For 10 cents you will receive sample of the 4x6 WINONA
and we will include sample of the NEW NATIONAL

SAMPLE OFFER SS-8

Remember—you can order *when you need—*
in quantity as you need—from your stockhouse.

Taprell, Loomis & Company

(EASTMAN KODAK COMPANY) CHICAGO, ILLINOIS

Jerry's Corner



By Himself

Well, I'm back from my vocation. Had a swell time, too.

Me and Harry and Flatfoot, thats another friend of mine, and my dog started out in Harry's puddle jumper. We figured on camping so took a lot of blankets, frying pans and stuff along and loaded it all in the hack, I mean the back.

Just when we got all settled and on our way, we found an old stove in a lot so we put our own stuff on the hood and all over the front and put the big stove on back of the roadster.

We wanted to get as far as possible that night but we had our troubles. We got to one town where they had a headlight campane on and we got a tag for having our lights too high. By that time the stove got to be such a nusance that we ditched it.

Next town we got to we got another tag, headlights too low. Wonder if that stove had anything to do with it.

Anyhow we got to a nice field about 10 and got ready to camp. We just slept on the ground. Harry cut a groove for him to lay in like it says in the boy scout book. But he couldn't sleep. Dont tell me, I says, you hoed your bed, now lay in it.

Came the morning. Look says Flatfoot somebodys been here and made coffee, theres the grounds. No says I —that aint coffee, thems ants.

But when I made coffee I realized that coffee grounds are different from people what owe money. Coffee grounds settle without stirring.

On the way to town to get supplies I passed a farm. I says to the farmer, what makes them trees bend over so much, and he said if I was so full of green apples as those trees Id bend over too.

We no more than got started on our way when the engine died. Flatfoot had choked it to death. After we got started again I happened to think about the gas. I asked Harry how much gas he had and he says the indicator says half. Half what, says I, and he says what difference does it make. A lot, I says—If its half full, we can go on, but if its half empty, we better get some more.

We drove for the longest time without getting anywhere. I says to Harry who was driving. Where are you going—and he says why ask me? Your going to the same place.

More next month.

—JERRY.

Higgins' Vegetable Glue



This is a semi-fluid adhesive of great strength and body; it adheres quickly and dries rapidly. It will be found of especial value in the photographers workroom and for general use. It is unequaled for sticking paper or cloth to paper, wood, leather, glass or metal. Warranted to keep in perfect condition for an indefinite time and never to smell offensively.

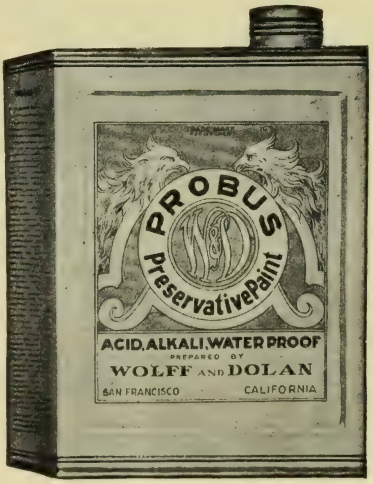
Put up in self-sealing cans.

PRICE

½-lb. can	$0.25
1 -pint can	.45
1 -quart can	.65
5 -lb. can	1.50
10 -lb. can	2.25

Order today from HIRSCH & KAYE

Probus Preservative Paint



There is a special paint for every special purpose. Probus is the special paint for your workrooms.

Applied to wood, fibre or iron, it renders the material proof against water, acid, alkali and rust.

½-Pint Tin	$0.45
1-Pint Tin	.80
1-Quart Tin	1.25
½-Gal. Tin	2.05
1-Gal. Tin	3.75
5-Gal. Tin	16.75

PROBUS *has been standard material for laboratory use for more than twenty-five years. There's a reason.*

Credit Standing of Photographers

IT MAY be of interest to Focus readers to know that in many parts of the country 90% of all studios are on a C.O.D. basis. We are inclined to believe that photography in Northern California at least is in a stronger position.

This condition is really not as bad as may seem at first glance. It really is remarkable that so many photographers have been able to keep their studios open and can still raise the necessary cash to accept shipments as they arrive.

It is encouraging to notice the number of photographers who are re-establishing themselves on a firm credit basis. After all, to be on a C.O.D. basis is not a reflection on your character. We know of many photographers whose character and business integrity, are as good today as they were in the days of so-called prosperity. In fact, their standing has been improved, if any. Photographers have weathered the storm and much better days are already in sight. The usual credit relations between photographers and the supply house will in all probability be restored in the very near future, and the reliable, dependable people who weather the storm will be on a sounder, better basis than ever before.

An Amazing Aid to Retouching

Master Touch

RETOUCHING FLUID

Saves hours of retouching time. Quicker, easier work—vastly finer retouching. Takes more lead. Contains no resin. Valuable ingredients found in no other retouching fluid. Sold on Money-back Guarantee. Order this time and money saver now.

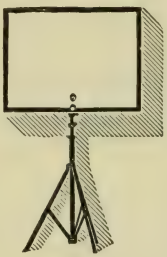


PRICE 50c

HIRSCH & KAYE

Have it!

A Modern Studio Assistant



THE TESTRITE REFLECTOR BOARD is a valuable accessory and indispensable to the photographer who desires the better grade photograph. The reflector head is 20x26″ and can be adjusted in any position. The stand extends 6 feet. Deep hard shadows can now be eliminated easily and beautiful fancy lightings made from one light source.

An indispensable aid for movies, particularly colored, when made in or out-of-doors.

Minimizes retouching and makes possible many styles of lighting, suitable to the individual.

Price - $8.00



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with Convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

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766 Clinton South Rochester, N. Y.

Korona Cameras and Turner-Reich Lens are Sold by

HIRSCH & KAYE

The Chiseler

(Continued from page 21)

associates and in time will ruin the industry which is his present living and future protection for his old age and his family.

It seems to me the answer to this question of eliminating the chiseler is a simple one, although putting the plan into effect requires skill, ingenuity and a great deal of patience.

First there must be education in which every business man in the industry should participate. Costs must be known, credits must be carefully followed, markets must be analyzed and expanded. Every firm or individual must have all of the facts it is possible to give regarding the condition of his industry and its market possibilities. After the facts are known there will be less and less desire to chisel.

Secondly, there must be a definite program of advertising effort and sales promotion; new markets must be found and developed. Advertising appropriation must be increased. Don't spend too much time worrying over the customer the chiseler takes away from you; spend the time in determined sales effort and advertising to get a new customer. Sooner or later you will get the first one back and then you will have two instead of one. This is not theory, it is being done in actual practice by many aggressive firms today.

Third, we must have the co-operation of every man in the industry who is committed to a program of fair profits and ethical practices. There must be honesty, fairness, frankness and a disposition to give and take for the good of the cause. Let's forget yesteryear, let's forget petty differences, let's occasionally give the chiseler the benefit of his own alibi. Let's all get together in a common cause that will eliminate all desire to chisel, and we'll do more than our part toward pulling this country back to the course it should follow toward prosperity.

This is no time to quibble or hesitate. This is the time for aggressive concerted action, friendly co-operation and the spirit of "one for all and all for one". As a result chiseling will be educated out, and at the same time business men will rapidly regain the prestige they have lost during the strenuous period now passing.

New Prices on Hypo

Hyposulphite soda is now offered at the following schedule of prices:

Single 100-lb. drums	$4.30
Lots of 2 to 4, each	4.15
Lots of 5 to 9, each	3.95
Lots of 10 to 14, each	3.90

These prices apply to heavy fibre drums such as we now furnish. The same Hypo in 100-lb. moisture-resisting sacks can be obtained at prices 25 cents less than the above prices. In quantities in excess of fifteen drums or sacks, we will gladly submit quotations based on the quantity you plan to order. For export shipment to tropical climates, we are prepared to furnish the same grade of Hypo in strong wood kegs.

Hypo is probably the most frequently used and least appreciated of your chemicals. Some photographers actually believe that Hypo is Hypo and let it go at that. The Hypo we furnish is especially made for photographic use and is of the finest quality money can buy. Its quality is such that in the long run, it is also the cheapest, both from replacement of solution standpoint, as well as freedom from unfavorable chemical reaction on your work. Price is what you pay, but quality is what you receive for your payment.

Bargain Lenses

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
130B	Barre Portrait	F.5	6″	no	$21.00	$12.50
100B	B & L Protar	F18.	5 9/16″	no	33.00	15.00
130C	Barre Portrait	F.5	7″	no	29.00	14.00
124K	Versar	F.6	6½″	Regno	35.00	17.50
82H	Tessar I C	F4.5	15-19/32″	no	274.00	150.00
84G	Radar Anastigmat	F.4	7¼″	no	64.50	48.00
1C	Radar Anastigmat	F4.5	7½″	no	64.50	48.50
132D	Seroco	F6.8	7″	Double Valve	25.00	9.00
92I	Carl Zeiss Tessar	F4.5	7″	no	58.30	39.00
98D	Tessar I C	F4.5	4 7/16″	no	25.30	18.00
58K	Cooke Portrait IIA	F3.5	10″	no	207.00	150.00
64B	Emil Wide Angle	F.12	4½″	no	45.00	19.00
126I	Velostigmat IIIA	F12.5	5⅜″	no	46.00	19.00
92F	Darlot Portrait	F.5	11½″	no	48.00	29.00
90F	Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
136A	Verito	F.4	11½″	Studio	65.00	29.00
190I	Vitax	F3.8	16″	Studio	186.00	95.00
72E	Wollensak Portrait	F.5	15″	no	72.00	39.00
80A	Gundlach Portrait	F.4	14″	no	100.00	42.00
74C	Goerz Dagor	F6.8	4⅛″	no	37.50	25.00
102A	Kodak Anastigmat	F4.5	8½″	no	62.50	42.50
100D	Dall 3A	F.4	16″	no	221.00	79.00
136J	Heliar	F4.5	4¾″	Compound	66.00	21.00
138C	R. R. Cour	F.8	8″	Antex	20.00	9.00
138E	Zeiss Tessar	F4.5	8¼″	Compound	118.00	76.00
138F	Kodak Anas	F4.5	12″	Compound	150.00	115.00
102G	B. L. W. A. Protar	F12.5	6¼″	no	38.50	16.00
102H	Ex W. A. 11A	F12.5	6¼″	no	33.50	13.00
102J	Goerz D Anas	F.5	9½″	no	90.50	32.50
102I	Zeiss Protar	F.18	5¼″	no	42.50	27.00
104A	Cook Cine	F1.8	1″	no	60.00	35.00
104C	Xenar	F4.5	8¼″	no	67.00	39.00
104D	Protar IV	F12.5	6 1/16″	no	38.50	17.50
104F	Verito	F.4	6½″	no	25.00	12.50
104H	Kodak Anas	F4.5	6⅜″	no	37.00	22.50
138I	B. L. Ser VIII A	F6.3	11⅜″	Compound	114.40	67.50
138J	Dagor	F6.8	4¾″	no	51.00	19.50
138K	Graf Variable	F3.8	14″	no	264.00	59.00

Bargains for the Photographer

8x10 R.B. Enlarging Camera
Bargain Price **$13.50**

14" Mounted Condensers in excellent condition. Suggested for use with the R.B. enlarging camera.
Bargain Price **$65.00**

5x7 Eastman View Camera without case and with one film holder. In good condition.
Bargain Price **$30.00**

6½" Mounted Condensers in good condition. Will cover 4x5 plate.
Bargain Price **$6.75**

4x5 Standard Orthonon Plates. They have been in stock for some time, but are believed to be in good condition.
Bargain Price ..... **35c dozen**

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**
(Can be purchased on terms.)

5x7 Auto Focus Enlarger. Excellent condition. Complete with paper holder.
Bargain Price **$127.50**

4x5 Hammer Press Plates. H&D rating 1400. Plates are about a year old, but are believed to be in good condition.
Bargain Price ..... **35c dozen**

OUTDATED MATERIAL

1—500 package 2½x3½ **Glossy Velox** No. 4 single weight. Dated May 1, 1934.
Bargain Price ..... **$1.95** net

1 gross 5x7 **Azo R 1** (White Linen), double weight. Dated April 1, 1934.
Bargain Price ..... **$1.75** net

1 gross 5x7 **Azo B 2** (White Rough) double weight. Dated May 1, 1934.
Bargain Price ..... **$1.75** net

1 gross 5x7 **Direct Positive Paper.** Dated June 1, 1934.
Bargain Price ..... **$4.65** net

3 gross 4x6 **Iris C.** Dated June 1, 1934.
Bargain Price, each ..... **$2.25** net

1 gross 6½x8½ **Athena C White Matte** double weight. Dated May 1, 1934.
Bargain Price ..... **$4.60** net

1 gross 8x10 **Azo A 2** double weight. Smooth White Matte. Dated June 1, 1934.
Bargain Price ..... **$4.35** net

1 gross 8x10 **Glossy Velox No. 4** single weight. Dated May, 1934.
Bargain Price ..... **$5.25** net

3¼x4¼ (No. 518) Super sensitive **Panchromatic Film Packs.** Dated June 1, 1934.
Bargain Price ..... **$ .90** ea. net

Bargains for the Photographer

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

K. C. Glossy Print Dryer. This is a gas-heated cabinet which will receive up to fourteen 18x24 ferro-type tins with plenty of space between them. There are no moving parts in this dryer, aside from a fan which continually changes the air in the cabinet. We include ten 18x24 japanned ferro-type plates in the bargain price, **$35.**

Motor-driven Squeegee Wringer. This is a Peerless heavy duty wringer with rollers which measure 3x24 inches each. It is mounted on an all-metal base and operated by an efficient electric motor, and will render much satisfactory service.

Bargain Price **$50.00**

Aristo Proofing Lamp. This is the well known Aristo Arc Lamp which is still considered the best lamp for printing-out proof paper. These lamps are difficult to obtain, and we now offer one at bargain price of..... **$15.00**

Guillemont Opal Plates matte finish. We offer a limited number at bargain price of only 70 cents for a box of 12, size 3¼x4¼.

5x7 Cut Film Holders. A rather limited number of 5x7 cut film holders are available. They will fit any camera in which you would use Eastman holders, and while they last, we offer them at bargain price of **$1.80** each.

ILEX SPECIAL LENS

In auto shutter. An excellent 6½-inch lens, F6-8 for Elwood Enlargers.

Bargain Price **$15.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter A complete outfit for **$260.00**

Folmer Multiple Camera complete with necessary kits and backs for the production of stamp pictures in any size. A rare bargain offered for **$67.50**

Leica Enlarger complete with lens and equipment.

Bargain Price **$29.50**

Kodak Amateur Printer

Bargain Price **$7.50**

TISSUE ENCLOSURES

These are transparent tissue enclosures, without flap and designed like negative preservers. Size 7¼x10.

Bargain Price

60 cents a hundred
$2.50 for 500
4.50 for 1000

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
1—14 gal.	8 in.	9½ in.	42 in.	**$24.00**
4—18 gal.	10½ in.	9½ in.	42 in.	**27.50**
5—24 gal.	14 in.	9½ in.	42 in.	**33.00**
4—29 gal.	17 in.	9½ in	42 in.	**38.50**

Terms if desired

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price ..... **20 cents each**



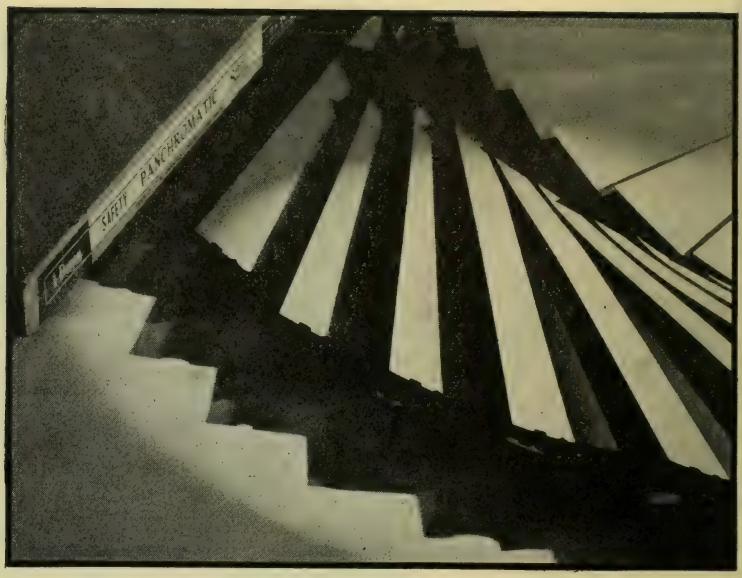
RIVALS THE QUALITY OF CONTACT PRINTS

A GOOD workman just can't help being enthusiastic about large prints when he makes them on Vitava Opal. Their tone is so rich and warm, negative gradation is so well preserved, and their general effect is so beautiful that the contact print can no longer hold claim to superior quality.

Show Vitava Opal samples in a range of sizes and you will surely increase the sale of large prints. Eastman Kodak Company, Rochester, New York.

VITAVA OPAL PAPERS

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY



SOMETHING NEW TO OFFER

THOSE flashes of expression, which we say are characteristic of a man, are fleeting. They can't be held. But the speed of Eastman Super-sensitive and Portrait Panchromatic Films will catch them and put new life into your portraits. Add the finer rendering of flesh color and texture given by these fine films and you have newness that will please customers and increase sales. Eastman Kodak Co., Rochester, N. Y.

EASTMAN

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS

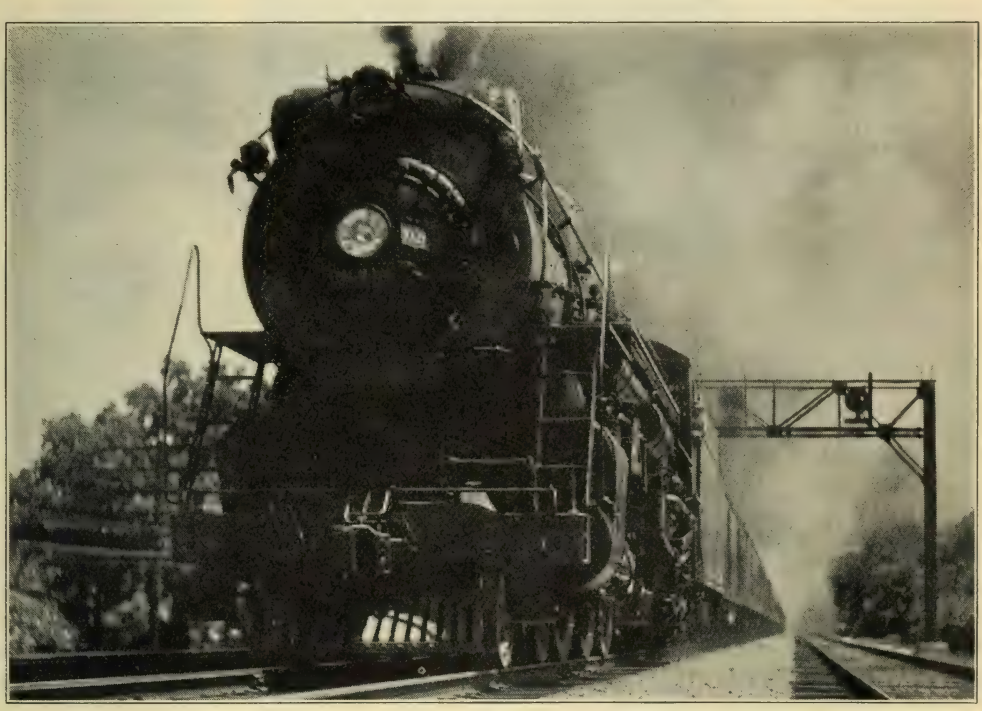
SPECIAL COLLECTIONS

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. X JULY, 1934 No. 7



POWER!

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**Posing and Lighting by* E. GOLDENSKY, Philadelphia

An ARTURA IRIS *print*

ARTURA IRIS

For more than twenty-five years Artura has stood at the pinnacle of quality in photographic portrait papers. For warmth of tone and richness of gradation in contact printing mediums, Artura Iris has never been surpassed. Its use today by many of the leading photographers of this modern age indicates, that despite the changes of a generation in photographic tradition and technique, Artura Iris has been readily adaptable through them all.

Manufactured exclusively by Defender since 1924, when it was acquired by purchase, Artura Iris in 1934 still offers its characteristic simplicity and dependability, crowned by charm of tone and brilliancy of scale.

DEFENDER PHOTO SUPPLY COMPANY, Inc.

Rochester, New York

*Negative Defender Film, *Portrait HGS*

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Photo Supply House in the West

VOL. X JULY, 1934 No. 7



Introducing—

J. M. STEWART, JR.

For a suitable title for this article, one could well have chosen "In Tune with the Infinite", for Mr. Stewart has an interesting background of music and an equally interesting family tree.

His father's people were friends of Benjamin Franklin and arrived in America at the time Mr. Franklin started to make a name for himself. His mother's people were well settled by that time, for they arrived on the Mayflower. At the age of fifteen his mother was a pipe organist and was an active musician until quite recently.

Young Stewart had his first musical experience as principal second violinist in an orchestra of 61 pieces. He was equally proficient at piano tuning and at one time completely overhauled and repaired a large pipe organ. His first interest in photography was revealed in 1903, in St. George, Utah, where he was instructed by J. J. Booth. In 1907 he went to Philadelphia and then to Camden, N. J. He has specialized in pictures of industrial, theatrical and advertising nature, also large maps.

In addition to his music and photography, Mr. Stewart has given three years of service to the missionary service of the Latter Day Saints Church. He has an interesting hobby — character analysis. His present studio is located in St. George, Utah.

At a Price

AN ARTIST offered us a framed landscape at a price, explaining that he had done the work in less than an hour. We marveled . . . until we studied the painting in perspective and compared it with an accepted masterpiece. Then the conversation between Michelangelo and a fellow artist named Vasari, who valued his good opinion, took print in our mind:

"These are from my hand; I have dashed them off in a moment," remarked Vasari with affected modesty, pointing to some frescoes.

"I should have recognized that fact without your telling me," replied the master, "and I marvel that you do not make a multitude of such things every day."

Seldom does the artist or artisan conceal signs of haste in his finished work. Art that awes and takes your breath by its beauty may have been accomplished in the quick heat of inspiration. Make up your mind, however, it was not counted by minutes or hours. Reckon, if you can, the heart throbs and tremors in the artist's life. Great paintings do not sell by the stroke.—*Oliver Gross.*

←⁂→

THE man who makes his mark and who is to enjoy deeply the fruits of his labors, must sooner or later protect himself against the penalties of his own success . . . against the sword of power, the vainglory of fame, the glitter of ego, and the fawning of his fellows. There's no fun living eternally through a celebration.

INEXPENSIVE PHOTOGRAPHY

•

BURROUGHS-WELLCOME

PHOTOGRAPHIC

CHEMICALS

Simplify your use of photographic chemicals

•

Furnished in tablet form, you merely dissolve them in water for convenient use

DESENSITISER *Develop without a darkroom.*

DEVELOPERS *Nine different kinds.*

TONERS *Nine different kinds and colors.*

STAINS *Three different colors.*

INTENSIFIERS, REDUCERS, ETC.

•

Write for interesting descriptive book on Burroughs-Wellcome & Company Chemicals and exposure meter

Eastman Print Embosser



This handy tool is used for producing plate sunk centers on prints or enlargements. A steel ball rotating in the end of a rod permits one to exert the pressure necessary to emboss a sharp line at the edge of the embossing form without cracking the print. Such embossing adds greatly to the attractiveness of the print.

Each $0.50

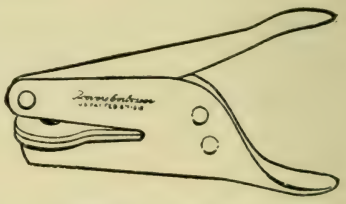
Imperial Embosser

For embossing lines on edges of portraits, enlargements or prints. Consists of a patterned board of hardwood and a fibre roller. You have your choice of several grooves of various sizes.

Price complete $2.50

Roover's Hand and Desk Embossers

Furnish a satisfactory means of embossing photographs, envelopes, or any kind of paper. See our salesman or write for illustrations of styles and size of letters.

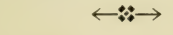


STYLES AND PRICES

Number of Lines	Hand Embossers Model D or C
2 Line	$3.20
3 Line	4.00
4 Line	4.20

The Proper Use of Retouching Fluid

SOMETIMES a user of retouching fluid will find that the surface is rather gummy or the surface may roll up when an etching knife is used. This will happen when the fluid is not completely wiped off the negative with a piece of flannel, using quick, light strokes to remove all the surplus fluid that has not penetrated the gelatin. This wiping off should take place almost immediately after spreading with cotton before the retouching fluid has an opportunity to become "tacky". This is especially important in warm weather. If you will follow these instructions, your retouching fluid will greatly facilitate your work.



Important Code Rulings

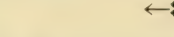
THE following points have been brought up by the General Legal Counsel of the Authority as a result of correspondence between the various Code offices in reply to questions. They should be borne in mind by all members of the Industry:

1. No special offers of any kind may be made unless the prices for such special offers have been filed ten days prior to the effective date of such special offers, with the Division Office involved.

2. Price lists must include *all* special or combination offers.

3. If an offer to the public is announced as being "special" or if that impression is given by advertisement or otherwise, it must actually be a special offer from the standpoint of representing a better price and being limited in period of time.

4. Where photographers advertise in newspapers or other publications offering special inducements or combinations, and the advertisement states that the offer is conditioned on the advertisement itself being turned in to the studio, such advertisements are classed as "coupons, certificates or similar devices" and are subject to the appropriate provisions of the code.



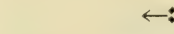
Adjustable Masks for Miniature Negatives

Adjustable masks to fit Model B or Pako Junior Printers, for printing from small negatives, are now available.

These auxiliary Masks can be quickly attached and removed without changing the Printer Head. They can be readily adjusted to properly mask each print and can be instantly removed to permit use of the Printer for standard sizes.

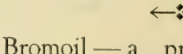
The low price of $2.00 per set will induce Finishers to order one set for each Model B or Junior Printer.

Now ready for shipment.



Hammer Opal Plates

AT THE time the now famous Hammer Opal plate was first made, it was made in one speed. Later there arose a demand for a plate of this quality, but with a slower emulsion, and the Hammer Slow Opal plate was announced. The slower plate has acquired such popularity and outsells the regular plate at such a rate, that it is now considered the standard plate, while the heretofore regular plate will be supplied only on special order. You will understand that both speeds are still available, but unless you specify regular, we will send the slow Opal plate, which is four times slower than the regular.



Bromoil — a print produced by bleaching a bromide print and restoring the image by applying pigment with a brush.



WHEN A HARDER SURFACE IS NEEDED

An unseen enemy often attacks and ruins an otherwise good negative. Soft, blotchy, or swollen gelatine is often due to inferior, variable or commercial alum in the fixing bath. Mallinckrodt alums are prepared to secure maximum toughness and uniformity of the gelatine film. Granular and free flowing, they are more convenient—never lumpy—and in pure water, make crystal clear solutions. For all 'round results, it is best to standardize on Mallinckrodt Chemicals.

Mallinckrodt Photo Chemicals are being used by the Byrd Antarctic Expedition

Mallinckrodt
CHEMICAL WORKS

Second and Mallinckrodt Sts. **St. Louis, Mo.**

"Makers of the most extensive line of Photo Purified Chemicals"

New York — Chicago — Philadelphia — Toronto — Montreal

Photographic Code Is Not to Be Cancelled

THE Code Authority has been given instructions to proceed without interruption. While it is true that our Code was one of those in the so-called "Service" Division of the NRA it is not classed with those for the cleaners and dyers, barbers and beauty shops and similar codes for industries which really have nothing but service to sell the public. The photographer sells a tangible article—a photograph.

Quite a number of industry members, in view of the many changes taking place in NRA, aside from this latest order, have been delaying compliance with various provisions of the Code, hoping that something would turn up which will relieve them from this responsibility. In the meantime the Code Authority and its various offices have been setting up the compliance machinery, plowing their way through the mass of preliminary detail necessary before many provisions of the Code can be made properly effective and digging out of an accumulation of correspondence and other matters which could not be cleared away until the gradual development of plans made possible the employment of sufficient help.

←⁂→

The Front Page

THE picture on the front page is of interest to the layman photographer and railroad man. You feel the sense of power; an invincible force. We publish the picture because it photographs a subject for study.

The locomotive is in the service of the Chicago, Burlington & Quincy Railroad. Notice how the low level of the camera has given the locomotive unusual size. The fireman at his accustomed place seems to be at second story level. The glimpse of a long string of cars and the steam and smoke all add to the definite impression of size, power and speed.

Ventilating Fan

PHOTOGRAPHERS will be especially interested in a new style of fan, effectively designed to ventilate dark rooms and laboratories. The new fan is so compact and is so mounted that it is easily installed.

The fan has four blades and is mounted in a circular ring, a special feature is a reversing switch that will enable you to run the fan in either direction thereby using it to expel air or to draw in air.

Emerson 9-inch Ventilating Fan for $13.50.

←⁂→

How to Make Plate Sunk Borders

SELECT a piece of photographic paper of ample size and fix and wash thoroughly. Then cut to the size of border desired. Place this on the glass of your printer, turn on the lights in the printer, and place the print you wish to plate mark over the paper, face down. It is important that the plate marking paper be properly centered or spaced.

To plate mark, or border sink your pictures run an embossing tool (see page 4) or embosser around the edge of the lower paper, meanwhile pressing down on both print and paper. The use of a flat iron, or slab of marble or similar weight is helpful.

←⁂→

Controlled Lighting

This is the name of a new book which completely describes the various sizes of photoflash and photoflood bulbs. The book contains numerous illustrations and lighting diagrams and a table of exposure, such as we publish in this issue.

It's the sort of book you would gladly buy, but it will cost you—only a request. Ask for your copy of "Controlled Lighting" at HIRSCH & KAYE.

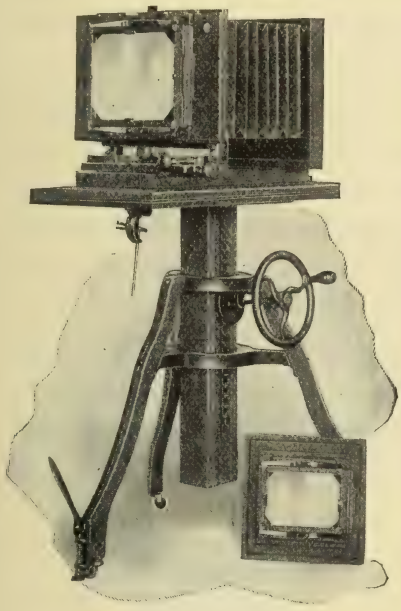
Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard,
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

You are judged by the appearance of your studio — Replace your old camera with something more modern



Century Studio Outfit No. 4A

Designed for the average studio where long focus lenses cannot be used to advantage.

The camera has a bellows draw of 22 inches and a 9x9 inch lens board. Liberal swings, vertical and horizontal are provided. Sliding Ground Glass Carriage (furnished) permits making full 8x10 or two 5x8 negatives on one film or plate. Equipment also includes one 8x10 —5x7 Reversible Adapter Back with film or plate holder.

PRICES

Century Studio Outfit No. 4A complete consists of an 8x10 Century Studio Camera No. 4A with Sliding Ground Glass Carriage No. 4A, one 8x10—5x7 Reversible Adapter Back, two Wing Kits for making two 5x8 exposures on the 8x10 or two 3½x5 exposures on the 5x7 film or plate, and one 8x10 and one 5x7 Eastman Film or Plate Holder and the Century Studio Stand No. 4A.....$150.00

Extra Lens Board 9x9..... 1.75

WHEN FURNISHED SEPARATELY

8x10 Century Studio Camera No. 4A with Sliding Ground Glass Carriage No. 4A, one 8x10—5x7 Reversible Adapter Back with two Wing Kits, and one 8x10 and one 5x7 Eastman Film or Plate Holder 105.00

Generous terms can be arranged

3 LENSES IN 1

Wollensak Series 1a Velostigmat Gives Three Different Photos From Same Point of View



First View—Taken with Doublet



Second View—Taken with Rear Element, alone

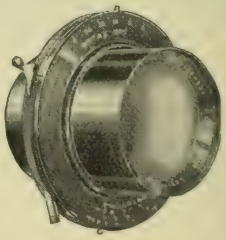


Third View—Taken with Front Element, alone

THREE fine anastigmats in one —and for the price of a single lense—that's the Wollensak Velostigmat, Series 1a.

Either long-focus single element may be used alone. Like the doublet, each is fully corrected. Triple-convertible feature gives larger images—finer perspective—superior telephoto effects.

Prove these claims with your own camera. Write today for literature and try-before-you-buy offer.



Wollensak Velostigmat, Series 1a f6.3—f7.7
TAKEN WITH THIS LENS

Wollensak Optical Company

Rochester, New York

TABLE FOR EXPOSURES—

PHOTOFLOOD No. 1*

Portrait or Normal Panchromatic Film

Super-sensitive panchromatic film—use one-half time shown in table.

Distance—Lamps to Subject	Diaphragm Opening	Number of Lamps in Reflectors	Time in Seconds
4 feet	F 4.5	1	1/5
4 feet	F 6.3	1	1/2
4 feet	F 8	1	1
4 feet	F 11	1	2
4 feet	F 16	2	2
6 feet	F 4.5	1	1
6 feet	F 6.3	1	1
6 feet	F 8	1	2
6 feet	F 11	2	2
6 feet	F 16	3	3
10 feet	F 4.5	1	2
10 feet	F 6.3	2	2
10 feet	F 8	3	2
10 feet	F 11	4	3
10 feet	F 16	5	5

Exposure time given above can be shortened by increasing the number of lamps. For instance, if two lamps require two seconds, four lamps will give sufficient exposure in one second.

*Photoflood lamp No. 4 gives about four times as much photographically effective light as Photoflood lamp No. 1. Figure exposures with this lamp accordingly.

PROBUS

Made especially for photographers and chemists

There Is Nothing Just Like It!
MAKES WOOD, FIBRE OR TIN
TRAYS, SINKS and SHELVES
ALKALI, ACID, RUST and WATERPROOF


R. E. Derby


N. G. Siller


Wm. Wolff


H. L. Bush


K. G. Charlesworth

Our Salesmen Tell Us

Mr. Bartels of Santa Barbara is enjoying a six weeks' motor trip to Chicago and Indianapolis via Yellowstone National Park. If time permits he will return by way of Florida.

♣ ♣

The **Beardsell Studio** in San Jose is now located in a ground floor location at 426 South First Street.

♣ ♣

M. E. Burkett has taken over the former Hanson Studio in Stockton.

♣ ♣

Mr. Robert Wold of the Wold Air Brush Co. was in San Francisco as part of a nation wide tour. After seeing his samples we can understand why his line continues to be a leader. We will gladly send a complete catalog if you are interested.

♣ ♣

Claude Laval of Fresno has accepted his appointment as Code Authority for Commercial Photographers in Region 29, which includes all territory between Bakersfield and Oregon. A big job for which he is well qualified.

♣ ♣

Our sincerest sympathy goes to **Ernest Forsmark,** Turlock, whose wife did not survive a major operation.

George Derbfuss, well known Oakland commercial photographer, has been appointed Assistant Regional Board member by the Code Authority.

♣ ♣

Sigismund Blumann is back at his desk. No fooling about that for he looks well, apparently feels well and thinks and speaks with characteristic directness and vigor. His recent illness seems to have helped him. Needless to mention that he is the editor of Photo Art Monthly.

♣ ♣

The Shadowland Art Studio of **Mitchell M. Allen,** San Luis Obispo, was the scene of a display of prints offered by the Photographic Society of San Francisco. Some sixty prints were displayed.

♣ ♣

H. C. Jensen, Selma photographer, was injured when he fell out of a tree while pruning it. When we called on him he was just able to limp around a bit.

♣ ♣

R. J. Baker, well known commercial photographer of Honolulu, is spending the summer with friends in Porterville. Mr. Baker is well known for his scenic pictures, as well as movies of the scenic spots in the Hawaiian Islands.


H. Fazakerly


Bon Ward


Fred Sass


Harry Reip


J. B. Bogue

Our Salesmen Tell Us

By Administrative Order of General Johnson of the NRA the State of Nevada has been transferred from Region 27 to Region 29. This was really an error in the original listing of States within the Regions, as it was the intention from the beginning to place Nevada with Northern California for geographical reasons.

♣ ♣

The following are additional Assistant Regional Board Members approved by the National Code Authority for Region 28: Portrait: Phil Brainerd, Grants Pass, Ore.; Cecil V. Ager, La Grande, Ore.; Orval Reeves, Columbia Bldg., Portland, Ore.; Frank Miller, Walla Walla, Wash.; F. G. Christensen, Kuhn Bldg., Spokane, Wash. Commercial, C. F. Todd, Depue Morgan & Co., Seattle, Wash.; Verne Shangle, Medford, Ore.; Langdon Rand, Baker, Ore.; C. A. Libby, Libby Studio, Spokane, Wash.

♣ ♣

The following appointments of Assistant Portrait Regional Board Members for Region 30 have been approved by the Code Authority: Mrs. Dorothy Seeley Hunter, 717 S. Greenleaf Ave., Whittier; Edwin W. Gledhill, 114 Chapala St., Santa Barbara; Vard V. Stockton, 931 E. Main St., Alhambra; A. W. Martin, 414 S. Lake St., Pasadena; W. G. Gillespie, 160 W. 2nd St., Pomona; Evan Davis, 369 E St., San Bernardino; G. C. Courtney, 828 Broadway, San Diego; Leo Hetzel, 126 S. 5th St., El Centro; H. J. Amundsen, 1923 I St., Bakersfield; Mrs. Mary Betzsold, 110 E. Center St., Anaheim; Louis Kramer, 1801 E. Broadway, Long Beach; Ralph W. Browne, 103-A N. Brand Blvd., Glendale; George Steckel, Box 756, Covina; Charles O. Barnett, 530 California Ave., Santa Monica.

♣ ♣

An interesting little booklet descriptive of the various lenses and shutters in the Wollensak line has been received. Photographers will find that this book contains much useful information, and the description of the well-known Wollensak line will be helpful in the selection of equipment. If you desire a copy, write to Hirsch & Kaye, and we will gladly send one.

♣ ♣

Abrasion marks on ferrotyped prints may be removed by a tuft of cotton first dipped in alcohol, then rubbed over a cake of bon ami and applied to the print.

♣ ♣

Ordinary household liquid ammonia, applied with a tuft of cotton will remove ink stains or ink markings from photographs, even if they were made with India ink.

Professional Service

RETOUCHING

By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable.

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Thoroughly Experienced
Both Lines
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PRICES REASONABLE

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1288 STATE ST. SALEM, ORE.

Putz-Pomade

For reducing negatives by friction
and for finishing etched negatives.

25 cents a tin

HIRSCH & KAYE
have it!

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

Conestoga Clear Vision Field Glass

(Made in U. S. A.)

6" long when closed—8¼" long when opened

•

METAL PARTS—Satin black finish; very durable. Tubes covered with imitation pig-grain leather.

RIGIDITY—Main frame is formed in one sturdy piece, so that lenses cannot get out of alignment and cause double vision. Simplicity of construction makes this high grade glass possible at comparatively low cost.

LENS SHIELD AND VISOR. Lenses are protected and kept clean, when glasses are not in use, by a steel shield, lined with felt and covered with imitation pig-grain leather. Springs into place at a touch. This also forms a VISOR, or sunshade, when using the glass, by slipping it into position on top of the glasses.

To protect old-style glasses when not in use, they must be closed and put into the case. When taken out, the focus must be reset. With the Conestoga Clear Vision Field Glass, just slip the lens-shield in place over the lenses, without changing the focus, and they are safe from harm, *outside the case.*

CLEARNESS AND DEPTH OF VISION—Lenses are ground from special optical glass, in such a way that the largest possible magnification and field of vision are secured, consistent with sharpness and clearness. There is no "fuzziness" or "rainbow" effect. Greater magnification would be useless at the sacrifice of clearness, sharpness and size of field. Great depth of vision makes it possible to see clearly objects at nearby and far-away distances without refocusing. Lenses mounted in rubber gaskets make lens-openings moisture-proof and dust-proof and cushion lenses against shock.

FIELD OF VISION — 150 yards at 1,000 yards distant.

MAGNIFYING POWER — The most practical; slightly less than four times.

CARRYING CASE—Made of water-proofed felt, with cord handle. Easily tucked into the pocket, while glasses are being used.

PRICE—Complete with case.....**$4.50**

(Resale prices quoted on request)

So Handy

HAVE you ever tried to lift a 32 ounce measuring glass full of liquid, especially when your hands were wet? Not easily done, is it?

That is why we offer a new type of graduate which is already very popular. It is a 32 ounce measuring glass, tumbler type, with a handle. No trouble at all to use it, even when completely filled. You need one and once supplied, will wonder how you managed without it.

32 ounce measuring glass with handle, only 75 cents.

Order today from HIRSCH & KAYE.

Save Your Enamelware
TRAY-PATCH

A new Chemical-proof Enamel for repairing all photo enamelware that has become worn, chipped or cracked.

Don't throw away trays that have rust spots or worn places on them. Just apply Tray-Patch to them (it is not necessary to cover the whole tray) and they will give you years of service. Tray-Patch dries hard in one hour, is economical and easy to use. Two colors, black and white.

Small Size, 50 Cents

HIRSCH & KAYE *have it.*

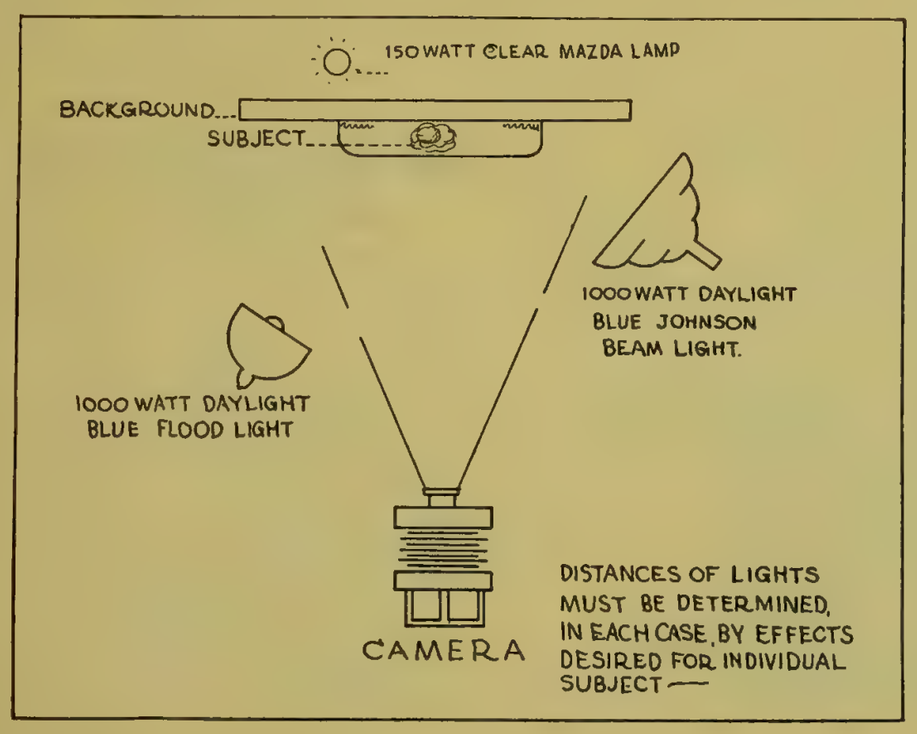
Backgrounds and Poses That Sell Photographs

MORE and more attention, we find, is being given to background effects and details of posing by both portrait and commercial photographers.

This photograph by Mr. O. C. Conkling of St. Louis, is a very simple pose with unusual artistic values. The velvet portieres, draped inward, harmonize with the lines of the modernistic background design, and secure a rhythm all centering upon the head and bust of the charming subject. There is not a line that leads the eye out of the picture. The beautiful modeling and gradation of tones in both the dark and white drapes, and in the face and arms, are noteworthy.

The mechanics of background are simple: A sheet of parchment paper, full size of the studio set, was used for the screen on a 6x8 frame. This is the same paper used by lamp shade manufacturers. It may be obtained from any large paper supply house. The mottled effect is in the paper—no painting needed. A large, old window shade was cut out, forming the circular design you see, and was hung back of the screen ¾ inch or so away. Then a 150 Mazda lamp bulb—without shade—was placed behind the set so that the screen was illuminated most clearly opposite the face of the subject. For the perfect lighting in front of the screen, see the diagram and further description.

Variations of this idea are unlimited. Flowers, branches of trees, a toy automobile to suggest a real car, a teddy bear, cut-outs of designs from newspapers and magazines, or trade marks, may be thrown in shadow against the back of the screen. Prize contests might be conducted for the best background idea, a window trim of one set-up shown. In a later bulletin, we shall probably show a similar idea with front lighting for shadow effects, to supplement this for rear lighting. (See also Bulletin No. 7.)



Mechanical Data—Lens: Bosch and Lomb 10x12 Unar, set wide open for snapshot.

Plate: Cramer Banner-X.

Paper: Defender Apex J No. 2, gold toned.

Chemical Data—Pyro Tank Developer for Plate:

Water at 65° F.....1½ gals.
Sodium Bisulphite, *Mallinckrodt*.....75 grains
Acid Pyro Crystals, *Mallinckrodt*.....1 ounce
Sodium Sulphite, *Mallinckrodt*.....2 ounces
Sodium Carbonate Monohydrated, *Mallinckrodt* .....1 ounce

Mix in order given. Temperature 65°. Use a fresh solution. Developing time from 12 to 15 minutes according to contrast in lighting on subject.

Stock Developer for Print—

Rather warm water.....16 ounces
Pictol, *Mallinckrodt* .....100 grains
Sodium Sulphite, *Mallinckrodt*.....1 ounce
Sodium Carbonate Monohydrated, *Mallinckrodt* .....½ ounce
Potassium Bromide, *Mallinckrodt*....100 grains
Cold Water .....16 ounces

Mix in order given.

To develop—One part stock solution to two parts water. Temperature while developing maintained at 70° F., print timed to develop properly in two minutes.



The Problems of Chemistry

Milkiness of the Fixing Bath—

This may be caused by—

Too Much Free Acid—Excessive acid decomposes the Hypo, precipitating free sulphur.

Insufficient Sulphite—The lack of this preservative permits decomposition of the Hypo by the acid, forming free sulphur. Sulphite is gradually oxidized into sulphate by oxygen from the air, so an excess is always maintained.

If an impure sulphite is used which has been partly oxidized into sulphate, even though the quantity called for in the formula is added, it does not have the necessary preservative properties. It is important, therefore, to always use fresh chemicals.

Too Little Acid—If the milkiness disappears on standing for a few hours, and then precipitates in the form of a sludge, too little acid is probably the cause. In the absence of acid, the sulphite and alum react together, forming insoluble aluminum sulphite.

From "The Chemistry of Photography"—bound in stiff cover—50c postpaid, anywhere.

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens
Equipment

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PANORAMIC VIEW
CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of
Fine Cameras, Lenses and Apparatus

Write for illustrated folder
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GUNDLACH MANUFACTURING CORPORATION
766 Clinton South Rochester, N. Y.

Korona Cameras and Turner-Reich Lens are Sold by

HIRSCH & KAYE

PAKO JUNIOR PRINTER

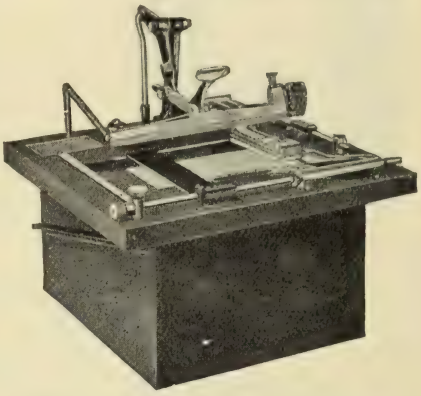
THIS machine is light, portable, yet strongly built to give long, dependable service. Has the same printing head as the Model "B", save that the platen is hand operated.

Designed to fit into work table or shelf, to be removed when not needed. It is ideal for providing reserve capacity, although it is giving year-round service in many photo finishing plants.

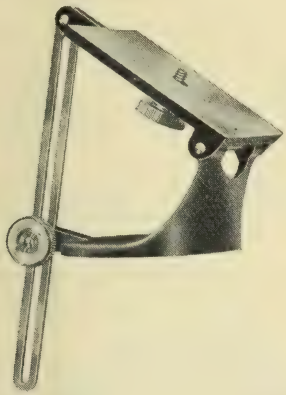
It is easily operated and enables inexperienced operator to attain speed of 250 prints hourly on short run commercial work.

Its low cost enables any photo finisher to have dependable reserve equipment which he can apply to his extra heavy days, without a large idle investment on normal or light days.

Has divided platen, automatic numbering device, universal adjustable masks, negative holder and paper register guide, and printing light controlled from platen automatically.



PAKO Junior Printer (without printing lamps) $55.00



Barre Tilting Tripod Head

This useful accessory can be used on New Deal or any make of tripod. The range of adjustment is from 30 degrees upward from horizontal, to straight down, a total of 120 degrees. It is readily locked in any intermediate or extreme position. The head is accurately smoothed and you cannot lose the head screw. Weight only 12 ounces.

Price **$4.75**

LYFLAT

Here is an Anti-Curl Solution which every commercial and portrait photographer has been long in need of. Glossy prints that are bathed for a few minutes in this solution after final washing will dry flat when squeegeed, also other surfaces which are not squeegeed. Single and Double weight prints will not curl when dry.

LYFLAT can de diluted one-half to equal parts of water according to the weight of the print used.

1 quart of concentrated LYFLAT solution.....$ 1.00
1 gallon of concentrated LYFLAT solution..... 3.50
5 gallons of concentrated LYFLAT solution..... 15.00

Order Your Supply Today from HIRSCH & KAYE



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¾
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

***Packed in cartons containing fifty.**

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

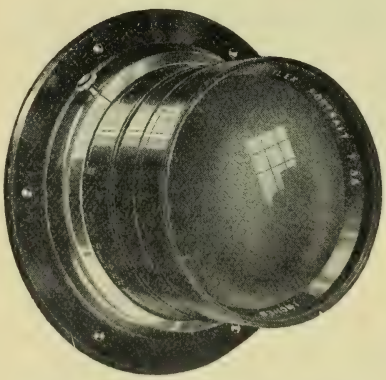
The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

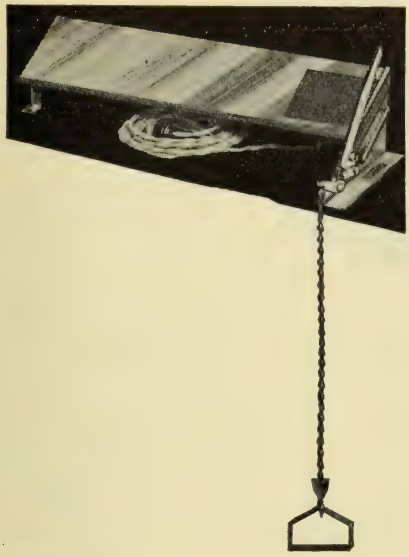
AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY ROCHESTER, NEW YORK

Barre Film Cutter

Table Model



THE Barre Film Cutter enables you to cut your roll film into individual negatives as readily as you inspect the rolls. It is quickly attached to a table or bench by screw holes provided in the base, or for temporary installation, you use a clamp such as we furnish with each cutter.

The Barre Film Cutter consists of a nickel-plated panel set at a convenient angle with the lower edge of the panel turned up at right angle. This forms a ledge along which you draw the film. At the right hand edge of the panel is an opening covered by a piece of ground glass 3½x4 inches. Below the ground glass is a small electric bulb which illuminates your negatives and tells you just when to operate the cutting blade.

Cutter consists of a self-sharpening blade with a cut of more than five inches. A coil spring holds the blade in an open position. Attached to the cutter is a chain of adjustable length. At the bottom of the chain is a stirrup. Place your foot in the stirrup, exerting a slight downward pressure and the blade closes and cuts your film in the twinkling of an eye. In actual operation it is estimated that you will cut your film at the rate of a negative a second or faster. The panel is 20 inches long and can be used on any table or bench, and is far more convenient and satisfactory than shears or any home-made device.

The equipment will last a lifetime and is priced complete with lamp and ready for use at only $20.00, or three payments of $7.00 each.



Electric $9.50

"Measured Time"

Electric

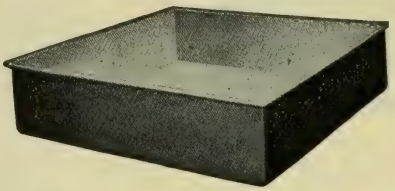
Accurately times periods from one second to two hours. On a predetermined minute, gives clear-toned signal, loud or soft, long or short. Conveniently set from the front. A credit to the most attractively appointed laboratory, workroom, or office. In rich black, or ivory.

Alternating current only. Standard 110 V. 60 C. Other cycles special.

Just the thing for supersensitive pan film.

HIRSCH & KAYE *Have It*

THE STERLING ENAMELED FIXING BATH



A necessity in every studio

Stock Sizes and Prices	
10x12x5″ deep	$ 9.00
12x16x5″ deep	9.60
16x20x6″ deep	12.00
18x22x5″ deep	13.50
18x24x6″ deep	15.00
20x24x6″ deep	16.50
20x30x6″ deep	18.00

Other Sizes Made to Order.

Made for all sizes of prints, both large and small. Far superior to shallow trays on account of extra large depth and roominess. No slop or muss. Very easy to handle and keep clean. Economizes solutions. Saves labor, expense and time. Made of best quality enameled ware and will last a long time.

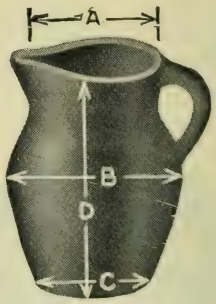
Stoneware Developer Jars



These jars will be found useful to store developer solution. They will maintain an even temperature indefinitely, assuring a uniform quality. No filtering is required because the impurities settle to the bottom of the jar below the faucet line. The cover fits snugly and prevents oxidation. The developer is always pure and ready for use.

5-gallon size	$4.50
10-gallon size	7.50
Wooden Faucet, extra	.60

Stoneware Acid Pitchers



These Acid Pitchers are made of guaranteed acid-proof chemical stoneware, are strong and rugged—with long pouring lips and well fitted handles.

Size	Weight (Lbs.)	Price
2 Qts.	3½	$1.20
1 Gal.	7	1.40
2 Gal.	8	2.10

WOLD AIR BRUSH Type "A-1"



THE A-1 has been the standard of all Air Brushes for 40 years. With the addition of the new AA-1 assembly it again holds its position as the leader.

In the new AA-1 assembly the air cap screws directly on the tip rather than into the body of the brush. This allows for accurate centering of tip and cap which is the real secret of successful performance.

The individual AA-1 assembly (air cap — material tip — non-rust steel needle) may be purchased by the user of an A-1 at any time. It is centered, tested, guaranteed and packed in a gelatine capsule at the factory. Since it is ready for inserting in the brush there is no longer any need for the user to send his brush back to the manufacturer for these minor replacements. The owner of an A-1 saves much valuable time and needless expense. The old style "W" tip may be had, if preferred.

The extremely fine taper and shortened forepart of the assembly makes for better visibility during operation. Definite, desired results are obtained from this spiderweb line and cloud-like spray so essential to Air Brush work.

The A-1 comes to you packed in a permanent carrying case of plush lined leatherette with a funnel cup (or a tube cup if desired) a new style holder, a complete hose connection and an instruction booklet for use and care.

Price complete at $22.00

Expansion

To provide even better service we announce the transfer of Matt Nunan from the stock department to sales. He has had several years of training and will assist in the office in the morning, when the incoming mail is heaviest, and in the store for the remainder of the day. His place in the stock rooms will be filled by Len Cordini, who in turn will be succeeded by Manuel Ortega as shipping clerk.

Fred Muller has also been added to our office staff. They are a mighty fine group of young men, such as you will be glad to number among your friends. Cultivate their acquaintance.

It may be of interest to mention that in our office staff we have people who can write and converse in the English, French, Spanish and German languages.

←❖→

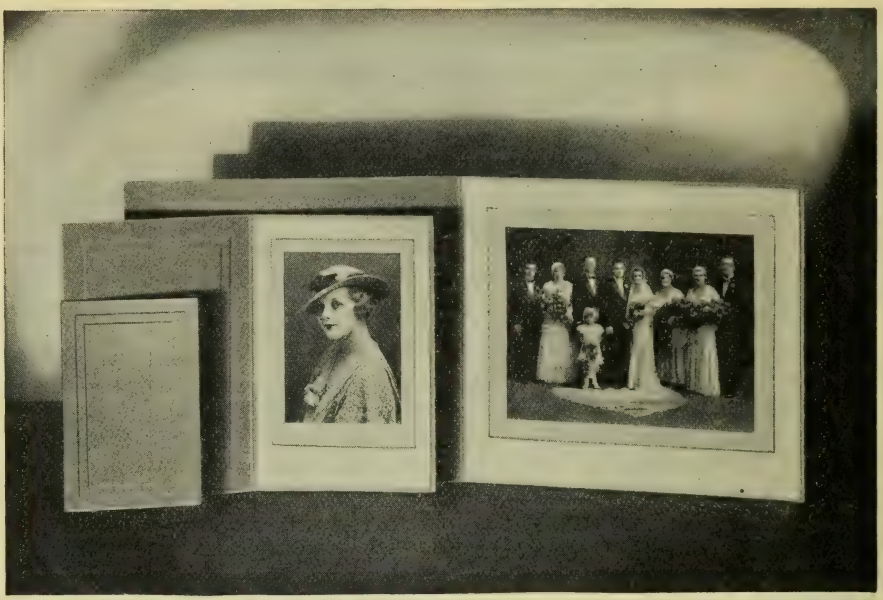
Payrolls of the Golden Gate Bridge and Highway District will be increased greatly as construction work progresses on new sectors.

←❖→

Aplanat—a lens both achromatic and free from spherical aberration, working at a fairly large aperture, e.g. F.8. Most R.R.'s are aplanats.

Just the Folder that you should feature . . .

Now also supplied in Grey for Black and White Prints



The AVENUE

The successful advance in the popularity of the AVENUE folder in the Neutraltone has prompted the introduction of the same style in the Greytone for black and white prints.

This is a style no studio can afford in these days to overlook. It is graceful, artistic and conservative. Made of Laureate stocks—all edges downy deckled—a soft two-tone air brushed effect around opening sets off your portraits to advantage.

Available in all standard sizes—3x4 to 8x10 upright and in the 10x8 horizontal. Priced most reasonably, ranging from $4.25 to $12.00 per 100. For instance, the 100 price of the 4x6 size is only $6.25.

This style, especially the smaller sizes, should prove very popular with the younger set and for school work.

Samples of the 4x6 size in both colors, postpaid, for 15 cents

SAMPLE OFFER SS-6

Remember—you can order *when you need—in quantity as you need*—from your stockhouse.

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

I was telling you last month about my vacation.

Well we got to the place we had heard about, a nice spot near Sierra Forest, and settled down for a good time.

The first morning I wanted to go fishing so I started up the road for the creek. I met a native and after saying good morning he says am I going fishing? I says yes, and he says—Got worms? Yes, I says, but Im going anyway.

Meanwhile, Flatfoot had gone the other way to buy some supplies. When I got back to camp with my fish, he told me he didn't need it because he bought some hamberger, All I could see was some wienies. Then he explained that wienies were only hamberger in tights.

One night my dog got restless and started to bark. Some people camped near by didnt like it and told me so. But I told them that they had drove 200 miles to be among the trees and every tree had a bark. Why worry over one more? Then I says to the pooch—if your glad to be along, say it with silence.

That was a cold night. I just couldnt get warm. These cheap camping blankets are no good. You don't get your Woolworth.

Oh yeah—we had some excitement at the village. One day there was a fire and they blew the siren a lot of times. I asked a man why do they blow the siren so much for a fire, and he said They didn't blow it for a fire; they had one. They blew it for water.

Did I tell you about the sweet potatoes Harry brought along? We cooked them all afternoon and most of the night, but they didn't get soft. When we got home he found he took his dad's prize bulbs.

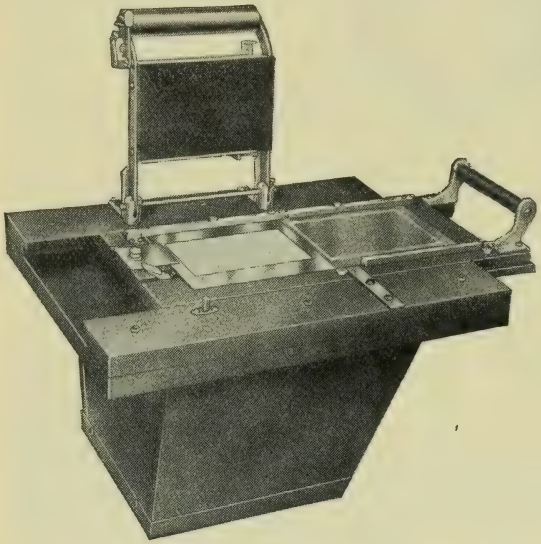
On our way back, a game warden stopped us and gave us the onceover. Then he poked around the floor of the car. What you looking for I asked, and he said arms. Well, I says, there's none there, only legs.

So much for the vacation. Now I want to tell you of a new strike that may be called. The Amalgamated Parade and Riot Lookers On Society has presented their greivence. This is what we demand.

1. All events to be pulled off on schedule or advertised time.
2. Reserved boxes for regular customers.

(Continued on page 27)

MIDGET Border Printer

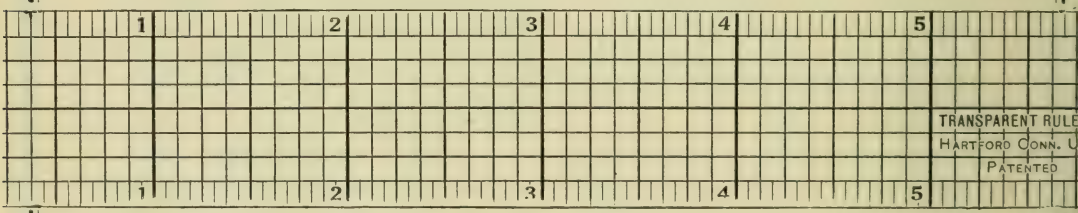


Improved Model

Complete with choice of one of three styles of masks, in six sizes and numbering device

$75.00
Terms if desired

The Transparent Ruler



The TRANSPARENT RULER so simplifies your work that you will never again want to use the old style wooden ruler.

The Transparent Ruler Will Last a Lifetime Because:

The Lines On It Cannot Be Erased, Rubbed Off, or Worn Off.

PRICES

1 in. x 6 in. 35c. Metric and Tenths
1 in. x 6 in. 25c.
1 in. x 12 in. 50c.
2 in. x 12 in. 75c.
2 in. x 18 in. $1.50. Linear, Pica and Tenths

HIRSCH & KAYE
have them.

Jerry's Grievance

(Continued from page 25)

3. No event to be pulled unless the sunlight is right for snapshots.
4. Police clubs to be made of soft wood—real soft.
5. Metallic pants for protection.
6. Each looker-on to have his picture in the papers at least once a year.

If we dont get what we want we will stay away from your old parades and riots.

—JERRY.

P. S. While the cars were not running I wonder how many girls remembered how Claudette Colbert managed to get a ride in "It Happened One Night?" I wonder.

Postponed Thinking

SEVENTY-FIVE per cent of rush work is due to postponed thinking. An equal part of overtime work is due to postponed thinking. Most surgical operations are made necessary by postponed thinking. Ticket speculators exist because of the public's desire to postpone making up its mind.

Probably nothing can be done about this waste. Orderly thinking and planning are so distasteful to many of us that we prefer to live on the edge of a volcanic eruption rather than exercise our minds in advance of absolute necessity.

Business as Usual

The people of San Francisco are emerging from a social experiment such as very few can imagine, and one that is not likely to be repeated for some time.

The cause of it all is now a matter of common knowledge. You may or may not be interested in the cause, but you are nevertheless affected by the results.

The majority of people retained their good sense and their courage. Some even managed to keep their sense of humor. When the front door of our establishment was opened on the morning of the general strike, there were actually more employees waiting for admission than on a normal morning. How they managed to report for work, and in ample time, is still a mystery and a source of pride to the management.

At this writing, conditions are much improved. It is even possible that normal shipping and delivery facilities may be available to us by the time you read this. Parcel Post shipments continue as usual. In closing, let us express to both State and County authorities, especially in the great valleys and neighboring counties, and to the people of these communities, the admiration and appreciation of their active support.

Bargains for the Photographer

Elwood Special Enlarger. The model with the big, cool lamp house.

Here's a pickup **$39.50**

14" Mounted Condensers in excellent condition. Suggested for use with the R.B. enlarging camera.

Bargain Price **$65.00**

6½" Mounted Condensers in good condition. Will cover 4x5 plate.

Bargain Price **$6.75**

4x5 Standard Orthonon Plates. They have been in stock for some time, but are believed to be in good condition.

Bargain Price ..... **35c dozen**

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**
(Can be purchased on terms.)

REFLECTORS, Large Size

We offer a limited number of lighting reflectors, 5 inches deep and 16 inches diameter. The inside is finished in satin aluminum, the outside cream enamel. They are designed for 200 watt S-30 lamps, to be attached to ordinary socket. Also suitable for No. 75 flash bulbs.

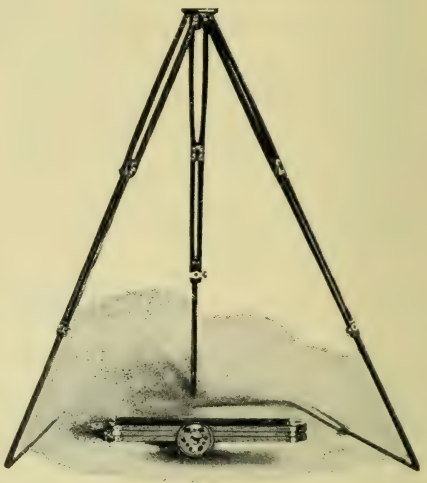
Bargain price ..... **$4.50 each**

4x5 Hammer Press Plates. H&D rating 1400. Plates are about a year old, but are believed to be in good condition.

Bargain Price ..... **35c dozen**

COMBINATION TRIPODS

Number 3½



Length closed ..... 22½ inches
Length opened ..... 55 inches
Weight ..... 4 pounds
Diameter of head ..... 5¼ inches

These are new tripods

Bargain Price **$4.85**

STEEL ENAMEL TRAYS

We have a limited number of second quality trays available at special price. With reasonable care these trays will render about normal service.

14x17 ..... **$2.50**
16x20 ..... **$3.25**

Bargains for the Photographer

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

K. C. Glossy Print Dryer. This is a gas-heated cabinet which will receive up to fourteen 18x24 ferro-type tins with plenty of space between them. There are no moving parts in this dryer, aside from a fan which continually changes the air in the cabinet. We include ten 18x24 japanned ferro-type plates in the bargain price, **$35.**

Motor-driven Squeegee Wringer. This is a Peerless heavy duty wringer with rollers which measure 3x24 inches each. It is mounted on an all-metal base and operated by an efficient electric motor, and will render much satisfactory service.

Bargain Price **$50.00**

Aristo Proofing Lamp. This is the well known Aristo Arc Lamp which is still considered the best lamp for printing-out proof paper. These lamps are difficult to obtain, and we now offer one at bargain price of.... **$15.00**

Guillemont Opal Plates matte finish. We offer a limited number at bargain price of only 70 cents for a box of 12, size 3¼x4¼.

5x7 Cut Film Holders. A rather limited number of 5x7 cut film holders are available. They will fit any camera in which you would use Eastman holders, and while they last, we offer them at bargain price of **$1.80** each.

ILEX SPECIAL LENS

In auto shutter. An excellent 6½-inch lens, F6-8 for Elwood Enlargers.

Bargain Price **$15.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter A complete outfit for **$260.00**

Folmer Multiple Camera complete with necessary kits and backs for the production of stamp pictures in any size. A rare bargain offered for **$67.50**

Leica Enlarger complete with lens and equipment.

Bargain Price **$29.50**

8x10 R.B. Enlarging Camera
Bargain Price **$13.50**

TISSUE ENCLOSURES

These are transparent tissue enclosures, without flap and designed like negative preservers. Size 7¼x10.

Bargain Price

40 cents a hundred
$1.50 for 500
2.50 for 1000

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements *Length*	*Width*	*Depth*	*Bargain Price Each*
1—14 gal.	8 in.	9½ in.	42 in.	**$24.00**
4—18 gal.	10½ in.	9½ in.	42 in.	**27.50**
5—24 gal.	14 in.	9½ in.	42 in.	**33.00**
4—29 gal.	17 in.	9½ in	42 in.	**38.50**

Terms if desired

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price..... 20 cents each

Bargain Lenses

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
130B	Barre Portrait	F.5	6″	no	$21.00	$12.50
130C	Barre Portrait	F.5	7″	no	29.00	14.00
124K	Versar	F.6	6½″	Regno	35.00	17.50
82H	Tessar I C	F4.5	15-19/32″	no	274.00	150.00
84G	Radar Anastigmat	F.4	7¼″	no	64.50	48.00
1C	Radar Anastigmat	F4.5	7½″	no	64.50	48.50
132D	Seroco	F6.8	7″	Double Valve	25.00	9.00
58K	Cooke Portrait IIA	F3.5	10″	no	207.00	150.00
64B	Emil Wide Angle	F.12	4½″	no	45.00	19.00
126I	Velostigmat IIIA	F12.5	5⅜″	no	46.00	19.00
92F	Darlot Portrait	F.5	11½″	no	48.00	29.00
90F	Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
136A	Verito	F.4	11½″	Studio	65.00	29.00
190I	Vitax	F3.8	16″	Studio	186.00	95.00
72E	Wollensak Portrait	F.5	15″	no	72.00	39.00
80A	Gundlach Portrait	F.4	14″	no	100.00	42.00
74C	Goerz Dagor	F6.8	4⅛″	no	37.50	25.00
102A	Kodak Anastigmat	F4.5	8½″	no	62.50	42.50
100D	Dall 3A	F.4	16″	no	221.00	79.00
136J	Heliar	F4.5	4¾″	Compound	66.00	21.00
138C	R. R. Cour	F.8	8″	Antex	20.00	9.00
138E	Zeiss Tessar	F4.5	8¼″	Compound	118.00	76.00
138F	Kodak Anas	F4.5	12″	Compound	150.00	115.00
102G	B. L. W. A. Protar	F12.5	6¼″	no	38.50	16.00
102J	Goerz D Anas	F.5	9½″	no	90.50	32.50
102I	Zeiss Protar	F.18	5¼″	no	42.50	27.00
104A	Cook Cine	F1.8	1″	no	60.00	35.00
104C	Xenar	F4.5	8¼″	no	67.00	39.00
138I	B. L. Ser VIII A	F6.3	11⅜″	Compound	114.40	67.50
138J	Dagor	F6.8	4¾″	no	51.00	19.50
138K	Graf Variable	F3.8	14″	no	264.00	59.00
140C	Kodak Anas	F6.3	8¼″	Acme	38.50	24.00
140D	Zeiss Tessar	F4.5	6½″	General	60.00	29.00
140E	Erneman	F4.5	8¼″	Ernemon	50.00	27.00
140F	I C Tessar	F4.5	11¾″	Compound	206.00	59.00
104J	Kodak	F4.5	7½″	no	50.00	27.00
104K	B. L. Protar	F1.8	3⅜″	no	27.00	15.00
140B	Velos Ser II	F4.5	9½″	Betax	111.00	49.00



PRINTS THAT *PLEASE*

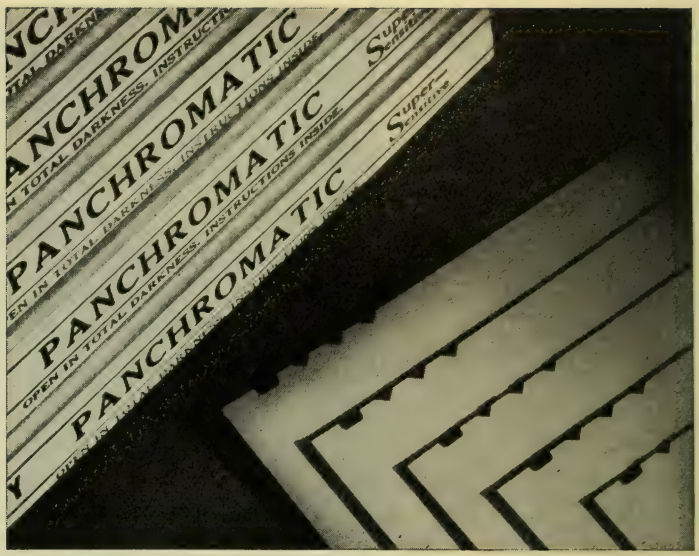
THE print must please, and it is not an exaggeration to say that the general effect of the enlargement on Vitava Opal is often more pleasing than that of the contact print. There are fourteen beautiful Opal grades from which to choose—a variety of surface textures sufficient to satisfy the most discriminating taste.

Show Opal samples in a range of sizes and increase your sale of large prints. Eastman Kodak Company, Rochester, New York.

VITAVA OPAL PAPERS

NRA CODE

FOR ENLARGEMENTS OF CONTACT PRINT QUALITY



FINER QUALITY *LARGER SALES*

HIGH speed, long gradation scale, complete color sensitivity—these are qualities that combine to make Eastman Super Sensitive and Portrait Panchromatic Films standards of modern negative making materials for portraiture.

Their speed catches those more spontaneous expressions that give the portrait its realism. Their gradation quality permits of the finest tone rendering of light and shade. Their color sensitivity eliminates much of the roughness of proofs, increasing satisfaction and promoting sales.

These finer materials will help you to increase your business. Eastman Kodak Company, Rochester, N.Y.

EASTMAN

NRA CODE

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. X AUGUST, 1934 No. 8



Published by

HIRSCH & KAYE

SAN FRANCISCO

CALIFORNIA ACADEMY OF SCIENCES LIBRARY
AUG 28 1934
RECEIVED

Defender Film

PORTRAIT HGS

(Highly Green Sensitive)

An ideal medium for portrait negative making; Portrait HGS has speed; gradation; brilliancy.

Its sensitivity to yellow and warm colors brings in the highest degree of color correction except for the "pans." And yet, HGS may be handled, with entire safety, by ordinary deep red light.

Portrait HGS is, in all respects, modern in its application to the portraiture of today.

●

Defender Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 GRANT AVENUE, SAN FRANCISCO
The Largest Independently Owned Photo Supply House in the West

VOL. X AUGUST, 1934 No. 8



Introducing—
CLAUDE C. LAVAL, JR.

The next time you use a mirror, pause and consider how useful is this one contribution to our daily comfort and convenience. The present-day nitrate process of silvering mirrors was invented by the father of Claude C. Laval. Mr. Laval's parents were born in France, although he is a native of New York City. He was trained as an engineer, which profession he followed for a while.

Meanwhile, his father who opened one of the first tin type galleries in New York, had opened a large portrait studio on 5th Avenue, and the engineer took an interest in photography. He found a connection with the R. W. Johnson Studios of Pittsburgh, now conducted as the Trinity Court Studios.

In 1911, Mr. Laval left Pittsburgh and came to Fresno, where he opened a studio of his own. It is likely that his engineering background caused him to be especially interested in the possibilities of the commercial field, rather than portraiture. There are two children in the Laval family, a son and daughter. The son is secretary-treasurer of the Laval Company.

Mr. Laval feels that manufacturers and business men still need a lot of education as to the sales possibilities of their products and wares, if aided by well prepared photographs. There is also need in the profession for more intelligent co-operation with the buyer of photographs. Make inquiry as to how the pictures are to be used, and then you render your most practical, helpful service.

Mr. Laval is a member of the Fresno Ad Club and the Photographers' Association of America. When the Photographers' Code was completed, he was selected to be Code Authority for Commercial Photographers in that part of California which is between Bakersfield and Oregon, as well as Nevada. His address is 1319 L Street, Fresno.

A man's no bigger than the way
He treats his fellow man!

This standard has his measure been
Since time itself began!

He's measured by his justice, right,
His fairness at his play,

His squareness in all dealings made,
His honest, upright way.

These are his measures, ever near
To serve him when they can;

For man's no bigger than the way
He treats his fellow man!



A Word . . . Makes or Mars

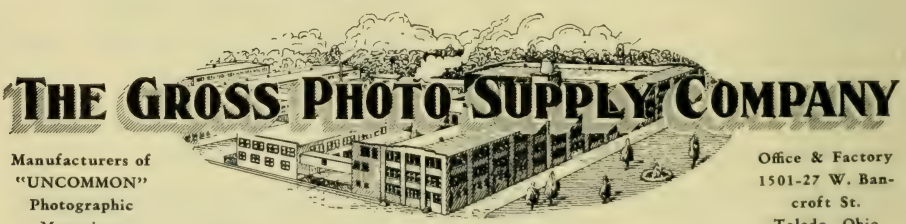
A single word, a solitary expression, omitted or spoken, cuts deeply into the pattern of public opinion.

Brilliant oratory, profound thinking, have been known to turn into "duds" because the speech or idea, somewhere along the line, exposed a lack of balance.

So with portrait photography . . . the rarest nuances of camera and brush artistry, the cleverest knack of composition, lose a certain compelling something when the mount fails to do justice to the photographer and his handiwork.

Gross mount designs aim to harmonize, balance and blend your artistry into a unified theme of personality. That's why photographers like to keep posted on latest Gross styles.

Have you had our illustrated circular of Gross designs . . . lately?



Manufacturers of "UNCOMMON" Photographic Mountings

Office & Factory 1501-27 W. Bancroft St. Toledo, Ohio

Distributors

HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO, CALIF.

Just an Observation

AS MOST photographers know, we maintain a Service Desk where applicants for a position may register and where studios may be listed when offered for sale. This Service Desk is the clearing house for much information and is available to all photographers.

It is an excellent place to meet people and to study people and life's problems. We recall the days when we had many more positions registered than applicants, but since 1929, the reverse has been true. During the past few years, it has been a real pleasure occasionally to place a worthy applicant in a position where the service will be appreciated. Some of the applicants are obviously in need of a position, and are sometimes in circumstances that approach desperation through no fault of their own. We have found that frequently an honest workman will wear a shabby coat.

One thing above all others has impressed itself upon us more definitely than ever before. Several times recently we have had a request to fill a position, and although the Service Desk may show from twelve to fifteen people registered, perhaps not more than one or possibly two would approach the simple requirements for the position. It seems to us that too frequently there is a limited experience on the part of the applicant which is so narrow in its scope that he or she is disqualified for the position. A specific instance is a recent request for a retoucher who could print, and there were just two women listed out of a great many who had registered.

The thought we have is that too many studio employees have been satisfied to specialize in one particular branch of the entire profession. Photography is seasonal and fickle, and the person who depends upon his or her earnings from any particular specialty such as sorting in a photo finishing plant, or coloring in a studio, is likely to be at a disadvantage. The days of the specialist are over, and the most useful employee of the future is the employee who is sufficiently versatile to fill in as his service may be needed.

Automatic Cable Releases

THE average person who owns a hand camera will produce any number of pictures of other people and scenery, but rarely does he include himself in group pictures. This is because it has heretofore been difficult to release the shutter and at the same time be in the picture. Now we offer the Auto-Knip Cable Release, a very small device which is attached to the end of the release. A handle is turned, and the more you turn it away from center position, the longer time is required for the handle to return to normal. When back in a normal position, the plunger in the release is pressed and the shutter operates. This enables the owner of the camera to get into a group or appear in his picture.

Here is an article that the average photographer can sell to his amateur trade. The list price is $1.75, and we suggest you write for a more detailed quotation.

Coloring Apple Blossoms

If you have occasion to color landscape which includes orchard scenes and apple or similar blossoms in bloom, you can obtain good results with a suitable stippling brush. The brush should be of the flat grounding type. Dip the brush in the color, rub the brush out on a piece of white paper until nearly dry and then stipple.

Conestoga Clear Vision Field Glass

(Made in U. S. A.)

6" long when closed—8¼" long when opened

•

LENS SHIELD AND VISOR. Lenses are protected and kept clean, when glasses are not in use, by a steel shield, lined with felt and covered with imitation pig-grain leather. Springs into place at a touch. This also forms a VISOR, or sunshade, when using the glass, by slipping it into position on top of the glasses.

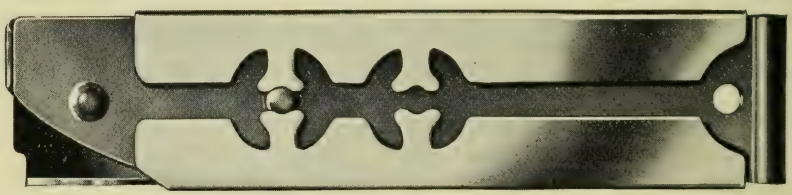
To protect old-style glasses when not in use, they must be closed and put into the case. When taken out, the focus must be reset. With the Conestoga Clear Vision Field Glass, just slip the lens-shield in place over the lenses, without changing the focus, and they are safe from harm, *outside the case.*

CLEARNESS AND DEPTH OF VISION—Lenses are ground from special optical glass, in such a way that the largest possible magnification and field of vision are secured, consistent with sharpness and clearness. There is no "fuzziness" or "rainbow" effect. Greater magnification would be useless at the sacrifice of clearness, sharpness and size of field. Great depth of vision makes it possible to see clearly objects at nearby and far-away distances without refocusing. Lenses mounted in rubber gaskets make lens-openings moisture-proof and dust-proof and cushion lenses against shock.

PRICE—Complete with case.....**$5.00**

(Resale prices quoted on request)

Saf-T-Rip Cutter



Here is a useful razor blade cutter, which can be carried in your pocket with perfect safety, but on a moment's notice can be converted into a most effective trimmer.

The illustration shows the cutter extended for use, but if you wish to carry the cutter in your pocket, the inner section holding the blade slides back into the cover. To replace the blade, merely slide the inner section completely out and make the change.

The Saf-T-Rip Cutter can be used to cut the heavy cord around your incoming packages, to cut boxes, as well as to cut backing cloth, heavy cardboard and other material. Everyone who frames pictures or photographic mounts needs one, not to mention the many office, household or studio uses where the Saf-T-Rip Cutter will serve. Order one today and carry it with you as you would a fountain pen. The illustration shows the exact size.

Saf-T-Rip Cutter.....50 cents

Saying It With Photographs

WHEN package competition reaches the saturation point, when modernistic form has been exhausted, when simplification has been overdone to a degree of monotony, then some clever sales manager will step out with a new phase and, for the time being, there will be a knock-out. Some hint, as to what this new phase may be, is found in an increasing trend toward photography in the design of labels, wrappers, covers and other fundamentals that make up the completed package.

Photography, artfully applied, not only dramatizes a package but animates it. Introduce on the market, for example, an antiseptic for which four uses are featured. Enumerate these uses as (1) for skin eruptions; (2) as a body rub; (3) for a mouth wash and (4) for dandruff. No topography, no matter how adroit, can tell the story of this package so effectively as, perhaps, a strip of four illustrations revealing the product in actual use. Or, perchance, the manufacturer has a product that must be securely wrapped for reasons of sanitation and protection. Yet it is a product that urgently needs visualization. Only by a photograph, taken in the right way, can positive consumer reaction be registered. Illustrations of products have brought considerable criticism from package judges. But such illustrations were not dramatic photographs. For the most part they comprised little more than line drawings, inadequately placed, and rather mute than demonstrative in their bid for attention.

A presentation, regardless of its original novelty and intrigue, cannot continue permanently as a box office hit. Consumer audiences are continuously clamoring for something different.—*Packaging Digest.*

Fine Grain Developer

PHOTOGRAPHERS who desire to mix their own developer and desire fine grain results with all the advantages of pyro are invited to try the following:

Water	12 ozs.
Potassium Meta-bisulphite	15 grs.
Ortol	30 grs.
Sodium Sulphite	¼ oz.
Sodium Carbonate	¼ oz.
Potassium Bromide	5 grs.

Dissolve the chemicals in the order given and develop for approximately six minutes at 65 degrees.

Price Reduction

The National Graflex is now priced at $72.50. This latest product of the Tolman Graflex Company has been well received for it combines the well known Graflex features, compactness and a new style exposure table, as well as economical operation. You can own a National Graflex and pay as you use it. Detailed description sent on your request.



Pocket Fingerprint Record Book

NO Ink—Slab—Roller—Smudging—Stained Hands

Ready for Instant Use at all times. Practical—Convenient—Compact—Sanitary—Quick—Permanent—Clean.

Designed for the special requirements of detectives, operatives, sheriffs, peace officers and students of finger printing.

Merely touch finger to inkless pad and impress on paper for sharply defined prints.

Leather Loose-Leaf Cover, 3½"x7", with Inkless Pad inside pocket of cover, and booklet of 50 printed forms, complete, postpaid $3.00
Re-Filler Book, postpaid 1.00
Re-Filler Pads, postpaid 1.00

Order from HIRSCH & KAYE



WHEN A HARDER SURFACE IS NEEDED

An unseen enemy often attacks and ruins an otherwise good negative. Soft, blotchy, or swollen gelatine is often due to inferior, variable or commercial alum in the fixing bath. Mallinckrodt alums are prepared to secure maximum toughness and uniformity of the gelatine film. Granular and free flowing, they are more convenient—never lumpy—and in pure water, make crystal clear solutions. For all 'round results, it is best to standardize on Mallinckrodt Chemicals.

Mallinckrodt Photo Chemicals are being used by the Byrd Antarctic Expedition

Mallinckrodt
CHEMICAL WORKS

Second and Mallinckrodt Sts. **St. Louis, Mo.**

"Makers of the most extensive line of Photo Purified Chemicals"

New York — Chicago — Philadelphia — Toronto — Montreal

Exposure

What is Exposure? Briefly, exposure is the selection of the proper lens aperture and shutter speed for the brightness of the particular scene and the emulsion speed of the film. It is the one phase of photography which baffles even the expert professional when in unfamiliar surroundings. Of course, the professional can produce uniformly exposed photographs in his studio, but that is because he is dealing with standardized studio lighting. But in the great outdoors, where light conditions vary, they, too, find it impossible to get uniformly good exposure results . . . unless they have some means of measuring the "scene brightness.

Scene Brightness. When you look at an object, the impression you receive is caused by the reflected light from that object and by its shade and color contrast. It is exactly the same in photography. When you take a picture, the impression on the film is caused by the light reflected from the object being photographed. In photography this reflected light is known as "scene brightness." And in photography a true estimate of scene brightness must be had in order to insure correct exposure settings.

The Eye Cannot Measure Scene Brightness. We said before that an accurate estimate of scene brightness was necessary for correct exposure. If our eyes were capable of furnishing this estimate with some degree of accuracy, there would be no exposure problem. But, unfortunately, this is not possible, for the eye cannot readily detect even large changes in light conditions. It is designed for a different purpose. It sees *well* under a wide range of light conditions without our becoming conscious of any change. For example, you read a paper in the early morning light about as easily as at noon. Yet the light at noon is many hundreds of times stronger. In fact, it has been established that light intensities can be changed a hundred-fold without the eye recognizing such change. How, then, can the eye be expected to measure scene brightness for us with any degree of accuracy, especially since our photographing is done under so many totally different light conditions?

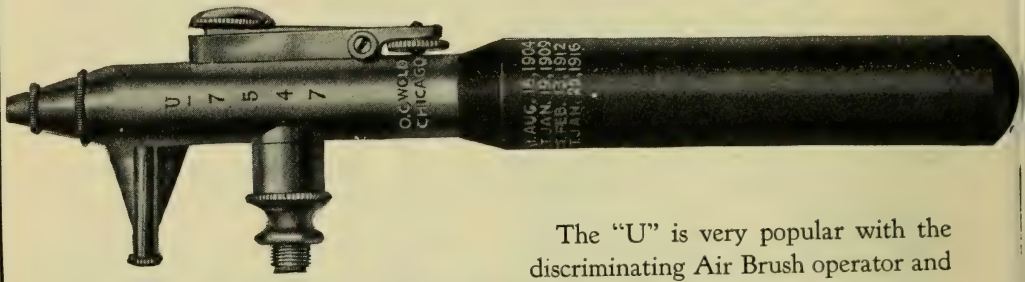
Your Eye and Your Camera. Your camera is similar in several respects to your eye. Both have a lens through which light passes to a sensitive surface, the retina in the case of the eye and the film in the camera. Both also have an iris or stop which controls the amount of light passing through the lens to the sensitive surface. And to control the time of exposure, the camera also has a shutter which cuts off scene impression, just as the eyelids cut off visual impressions.

The Eye Is Automatic. When you look at an object you obtain a sharp, clear impression of that object whether in sunlight or in deep shade; regardless of scene brightness. That is because the iris of the eye *automatically* controls the amount of light passed through to the retina. It admits just the right amount of light necessary for you to see clearly. If there is but little scene brightness, or reflected light, the iris opens wide; if there is a great amount of light, the iris contracts . . . always admitting the amount of reflected light necessary for a clear impression.

Your Camera Is Operated Manually. Unlike the eye, your camera is a manually operated device. *You* must determine and set the stop opening and shutter speed, dependent on the scene brightness, in order that only the correct amount of light is passed through the lens to the film. If you admit too much or too little light, the result will be over or under exposed negatives. If you admit just the right amount of light you will have a correctly exposed negative—every time. But to do this accurately, you must have some means of measuring scene brightness which is completely independent of eye judgment. Optical meters and daylight tables fail to solve this problem because in their use the eye is still called upon to judge light and shade conditions.

Write for descriptive leaflet of Weston Photo Electric Cell Exposure Meter

Wold Air Brush, Type "U"



This perfected Air Brush combines the best features found in both the double action and the single action Air Brushes.

Its exclusive patented construction gives double action control with but a single downward pressure. This downward movement both admits the air and controls the flow of material. A slight down motion gives a sharp hair line, a complete movement allows a full wide spray.

The "U" is very popular with the discriminating Air Brush operator and is the model shown being used by the author for instruction purposes in the standard photographer's textbook "A Treatise on the Air Brush," by Frazer and Stine. This model is prescribed as standard equipment for students by the Illinois School of Photography.

With the "U" in the leatherette case is included an Air Brush holder, a hose connection complete, a No. A funnel cup (or a tube cup if desired) and full instructions for use and care.

Priced at $25.00

Tiffany Vignetting Powder

A negative with blocked up shadows will produce an unattractive picture. Tiffany Vignetting Powder is applied to back of negative, on the shadows or transparent parts of the negative, to hold back the light of your printer, to bring out the detail that would otherwise be lacking.

Apply with cotton on the end of your finger. You have absolute control of the degree to which you build up the shadows. Easily removed with alcohol.

In modern studios, there will be a package of Tiffany Vignetting Powder for each printer. Supplied in two shades:

No. 1 Indian Red (dark)
No. 2 Venitian Red (light)

Per Ounce 50 cents.

Order Today from HIRSCH & KAYE

Does It Pay?

NOW more than ever, photographers will become cost-minded, and we again publish some information which will have an important bearing on your cost records. It is not always understood that when you cut the price on your products or merchandise, it is necessary to obtain additional volume if profits are to be held to a definite level. Assuming that your cost of doing business is 25%, the following table may cause you to think twice before you cut the price, even if such action were permitted under the Code:

A cut of 5 per cent requires 18-2/3 per cent more volume.

A cut of 8 per cent requires 35⅛ per cent more volume.

A cut of 10 per cent requires 50 per cent more volume.

A cut of 12½ per cent requires 75 per cent more volume.

A cut of 15 per cent requires 112½ per cent more volume.

This May Help

THE Photo Finishing Code requires that you keep a record of the number of enlargements made each week, as well as the total number of square inches of enlargements made. We thought it would be helpful if we gave you the area of the popular sizes, and suggest that you cut out and keep in a convenient place the following information:

2¼x3¼	equals	7-1/3	square	inches.
3½x5½	"	19¼	"	"
4 x6	"	24	"	"
5 x7	"	35	"	"
6½x8½	"	55¼	"	"
8 x10	"	80	"	"
11 x14	"	154	"	"

This table will readily tell you the number of square inches in enlargements of standard size.

"Buy early and keep your stocks up to normal levels," is the advice of Herbert Eloesser, president of the Manufacturers and Wholesalers' Association of San Francisco gives to merchants and buyers because of delivery conditions resulting from the NRA.



S248

Can You Use These?

Here are two of several cuts, to which you are welcome. They are suitable for glazed or dull (news) paper.

You are welcome to them. Please specify number.



S258



R. E. Derby



N. G. Siller



Wm. Wolff



H. L. Bush



K. G. Charlesworth

Our Salesmen Tell Us

E. E. Fitzgerald, located in Chehalis, Washington, has an interesting collection of pictures made in China. He spent nearly two years in Peking, by which we do not mean that he was "peeking" through the keyhole, like a certain columnist, but was actually in the midst of China's teeming millions.

♣ ♣

Mayer Photo Service, formerly located in Redwood City, is now located at a new plant at 1407 Burlingame Avenue, Burlingame.

♣ ♣

Mr. Bartlett of the Bartlett Photo Laboratory in Santa Rosa was a recent visitor in San Francisco.

♣ ♣

J. B. H. Turner of the McMillan Studio, Vallejo, came to San Francisco to see if we had survived the strike. From what he tells us of the rumors he heard at home, only 30 miles from San Francisco, we wonder what others may have heard.

♣ ♣

Sam Miguel, former San Francisco photographer who closed his studio to tour the country on foot, returned to San Francisco and called on us, brown as a berry and a picture of perfect health.

♣ ♣

There is a scarcity of news items this month, as most of our salespeople were away on vacation during July. **Mr. Charlesworth** visited relatives near Marshfield, Oregon. **Mr. Bush** retired to his pear ranch in Lake County. (By the way, we haven't seen or tasted any of his pears this season.)

♣ ♣

A photographer near Honolulu uses a novel way to advertise his name and studio. He circulates cards which read —"Teach your baby to say Schofield Studio." Much of his trade comes from the Army Post at Schofield Barracks.

♣ ♣

From the Wollensak Optical Company comes the sad news of the death of **Mrs. Emma Wollensak Magin,** wife of Mr. J. G. Magin, secretary and treasurer of the company. Mrs. Magin was the daughter of Andrew Wollensak, the President of the Wollensak Optical Company. She passed away at her home in Rochester after a prolonged illness, and we send our sympathy to Mr. Magin and members of the Wollensak family.

♣ ♣

Advice from the NRA is that the proposed code for the Retail Trade in Hawaii includes a subdivision covering operations of the Photographic and Photo-Finishing Industry, so that our Code will not apply in the Hawaiian Islands.

Why Prints Stick to Ferrotype Tins

THE plate was not properly cleaned and polished.

The surface of the print was softened by too prolonged washing or too warm wash water.

An incorrectly mixed or an exhausted fixing bath was used, which did not harden the prints sufficiently.

The prints were dried at too high a temperature and without sufficient circulation of air.

Dull spots on ferrotyped prints are caused by lack of absolute contact with the plates. If the surface of the print is too hard, better contact can be obtained and the dull spots avoided by soaking the prints for five minutes in warm water (100 degrees F.), after washing and just before placing on the plates.

Some photo finishers construct a rectangular cabinet with an opening in the side near the bottom so that warm air can be forced through by a fan. The tins should be slid into grooves placed horizontally, one inch apart, on the sides of the cabinet. The cabinet should be equipped with doors for inserting and removing the plates. Ferrotype drying machines and power wringers may be had from the professional stockhouse in your locality.

It is not advisable to dry prints too rapidly or at a temperature of more than 150 degrees F., as the enamel on the plates may be affected, and the prints will not have so high a gloss. With a higher temperature the enamel will have a ground glass effect and there will be a tendency for the surface to check. In some cases the shape of the print in a raised form will be left on the plate. These injurious features, with the exception of check marks, may generally be removed by immersing the plate in hot water or placing it on steam pipes for a few minutes.

Ferrotype plates should never be stored one on top of another. Grooved shelves should be provided where they can be kept in an upright position after using. It is a good idea to round the corners of the plates, making them easier to handle with less danger of scratching each other.

—*Schiller Bulletin.*

There IS a Difference

HYPO is often regarded as "just hypo", but there really are important differences in quality. Mallinckrodt Sodium Hypo Sulphite Photo Pea Crystals are selected carefully and packed in the containers which are most convenient for the photographer and photo finisher. It is not merely commercial Hpyo. This article is of outstanding purity and unvarying quality.

Mallinckrodt Hypo gives a clear solution, free from excessive sediment and fibres. This required less filtering and means fewer spots. M.C.W. Hypo is carried in stock in standard 100-pound drums, and in 100-pound sacks. Containers of smaller sizes are likewise available in our stock. We have just received a shipment of clean, dry, M.C.W. Hypo Pea Crystals.

Send us your order, or write for samples, prices, and full information.

←⁂→

Photographing "Ice"

Every photographer knows that ice is difficult to photograph—how quickly it melts under the lights that have to be used. Here is a stunt that might help out in many cases:

Common white Cellophane, when dropped in water, looks more like ice than ice itself.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard,
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Professional Service

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Retoucher
Alteration Expert

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San Francisco
WEst 2611

GEORGE A. WEEDEN

Artist

Producer of
Fine Crayons - Water Colors - Pastels
Oil Paintings - Ivory Miniatures
Air Brush Work

711 - 47th Ave., San Francisco
SKyline 2759

COLORING

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Mail Orders Solicited

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By expert of years
of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable

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A. K. DILDILIAN

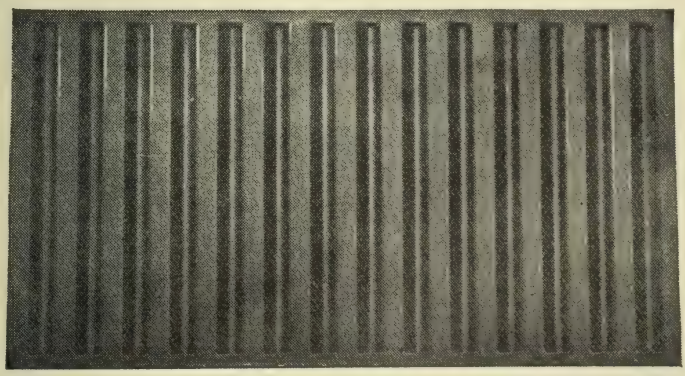
Artist - Retoucher

339 Noriega St. San Francisco
OVerland 6820

Receptionist - Retoucher
Thoroughly Experienced
Desires Position
in San Francisco Studio

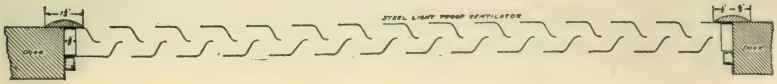
Box 1515 The Focus

Dark Room Ventilator



The average workroom is poorly ventilated (if at all), which results in decreased efficiency, spoiled paper and material and unpleasant working conditions.

Therefore, we offer the Darkroom Ventilator, which you can install in the transom, wall or door, admitting air but no light. 12 inches high, 24 inches long, 1 inch thick. Finished in enamel.



Price, each
$5.00

Making Much of

WHAT could be more commonplace than building bricks? And what could be so common as a sheet of cardboard? Yet, this photograph tells its story: "Bricks Suitable for Skyscrapers." The problem faced by the photographer, Mr. Alexander Piaget of St. Louis, was to show the texture of the bricks in addition to suggesting their use. This was his method of posing and exposing:

The cardboard cut-out, resembling skyscrapers, was hung on a buckram screen, behind which was a 250 W. light, to produce the twilight glow. A small table, covered wth black paper, holding the bricks, was placed 2 ft. in front of the screen. A 12-in. F. 6.3 Goerz-Dagor Lens, set at F. 11, was sharply focused upon the bricks, leaving the background in soft focus to reduce the cardboard to shadow. The exposure was one minute. After 20 seconds the back light was cut out. During the entire exposure, the 500 W. Concentrated Light was *oscillated* back and forth many times in an arc, over the bricks, 3 ft. away. This secured even distribution of light and prevented the formation of distinct shadows on the brick texture. The rays were kept from the background.

To secure proper color values, a K-1 color filter was attached to the lens. Eastman Portrait Panchromatic Film and Azo F-2 Paper were used.

Film Developer

Stock Solution A—
Water, about 125° F. ..... 16 ozs.
Sodium Bisulphite, *Mallinckrodt* ..... 1 oz.
Pictol, *Mallinckrodt* ..... 1 oz.
Pyro, *Mallinckrodt* ..... 4 ozs.
Potassium Bromide, *Mallinckrodt* ..... 240 grs.
Water to make 1 gal.

Stock Solution B—
Water ..... 1 gal.
Sodium Sulphite, *Mallinckrodt* ..... 20 ozs.

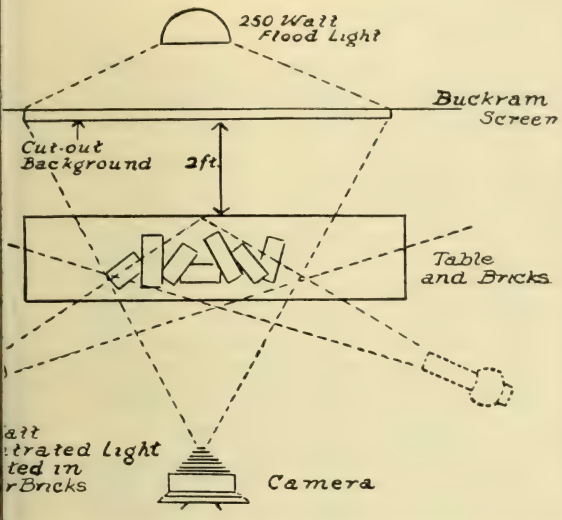
Stock Solution C—
Water ..... 1 gal.
Sodium Carbonate, Monohydrated, *Mallinckrodt* ..... 12 ozs.

For tank development, 8 ozs. each of A, B, and C, add water to make 1 gal. At 65° F., 9 to 12 minutes

Print Developer—Stock Solution—
Water, 125° F. ..... 64 ozs.
Pictol, *Mallinckrodt* ..... 180 grs.
Sodium Sulphite, *Mallinckrodt* ..... 6 ozs.
Hydroquinone, *Mallinckrodt* ..... 260 grs.
Sodium Carbonate, Monohydrated, *Mallinckrodt* ..... 9 ozs.
Potassium Bromide, *Mallinckrodt* ..... ¼ oz.
Water to make 1 gal.

For use—
Stock Solution ..... 1 part
Water ..... 2 parts

Simple Elements



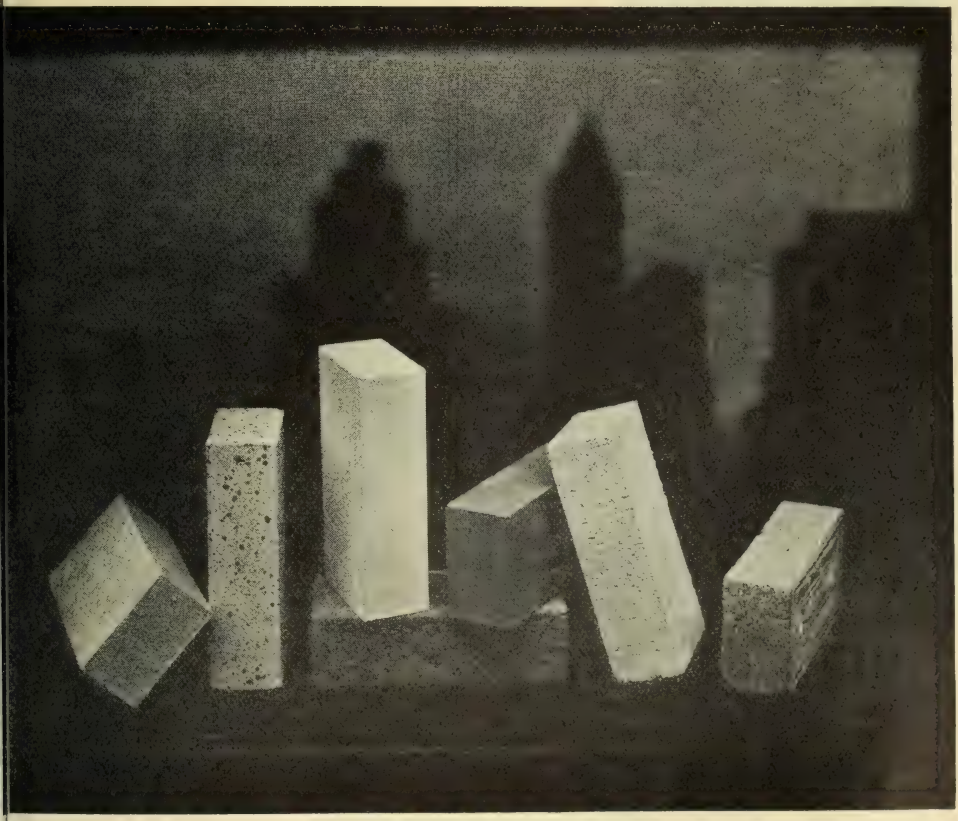
Chemical Troubles Corrected
(THE FIXING BATH)

Swelling or Softening of the Gelatine may be caused by . . .

Insufficient Acid—Excessive alkali softens the gelatine very materially, and it is for this reason that a fixing bath always contains acid to neutralize the alkali brought over from the developing solution. Too little acid also permits development of the image in the fixing bath until all the unreduced silver is dissolved out of the Hypo. If two prints should stick together when this happens, more rapid development takes place on the parts touching each other and uneven development results.

Insufficient Alum—This causes swelling and blistering in a short time. Particularly is this true during the hot summer months. At that season of the year, it is customary to use a Chrome Alum hardening solution in between the developing and fixing baths.

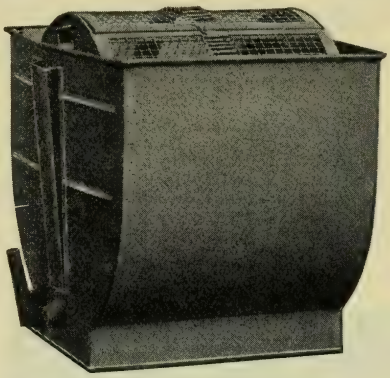
From "The Chemistry of Photography," a handy reference manual, bound in stiff cloth cover, 50c postpaid



Rex Automatic Print, Film and Plate Washer

This washer does not require attention while in operation. All sizes and weights of prints and films may be washed at the same time. It will run with 15 to 20 pounds water pressure—the water that is used to wash the prints also runs the machine.

The prints and films are enclosed in a cylinder. The water is forced up from the bottom of the tank and strikes the cylinder or cage. The prints or films, cylinder and water all revolve at the same speed. The prints are washed by a continuous flow of water. The cylinder or cage is raised and the water is drained without touching the prints. The water is constantly changing. A special attachment for washing plates is available.



No.	WASHER SPECIFICATIONS	
4	6½x 8½	or 200—4x6.....$15.00
5	10 x12	or 300—4x6..... 20.00
6	11 x14	or 400—4x6..... 25.00
7	16 x20	or 600—4x6
		or 125—8x10..... 30.00
8	18 x22	or 800—4x6
		or 200—8x10..... 35.00

Pako Globe Washer



This small washer takes a load of 120 to 150 average size amateur prints and washes them thoroughly in just a few minutes. Requires no attention except loading and unloading. Is portable, and can be used on drain board or in sink.

It is motor driven, and in every way is similar to the well known PAKO washer, yet while considerably smaller, provides remarkable print capacity.

Tank and cylinder made of heavy Armco metal, finished in aluminum.

Price with motor.....$75

Terms if desired for either type of washer

Useful Data on Mazda Photoflash Lamps

In order that photographers may know the exact specifications of G. E. Mazda Photoflash lamps and which are best suited to their various uses, we have compiled the following information about all types.

MAZDA PHOTOFLASH LAMPS

	Photoflash Lamp No.		
General Physical Data	*10*	*20*	*75*
Bulb Size	A-19	A-23	PS-35
Finish	Clear	Clear	Clear
Base	Med.	Med.	Med.
Bulb Diameter	2 3/8"	2 7/8"	4 3/8"
Maximum Overall Length	4 5/8"	6 1/16"	8 5/16"
Standard Package Quantity	60	60	24
Technical Data			
Approximate Rating (lumen seconds)	23,000	45,000	200,000
Approximate Rating (Max. lumens)	2,500,000	3,500,000	17,500,000
Volts for Flashing	3 to 25	3 to 125	3 to 125
Price Data			
List Price	$0.15	$0.25	$0.75

GENERAL NOTES ON MAZDA PHOTOFLASH LAMPS

Lamp No. 10

It is extremely important that a reflector be employed with this lamp and it is imperative when photographs are being taken at distances greater than 12 feet that the reflector be of proper design. "Chrome" or other type of film of equal or greater sensitivity should always be used.

The No. 10 lamp is manufactured to the same specifications regarding time characteristics as the No. 20 lamp and should give similar performance with high speed synchronizers. However, due to the reduced output results may not be as satisfactory as with the larger lamps.

Lamp No. 20

This lamp was the first of the photoflash to be announced and in the couple of years it has been available has had a lot of research work done on it.

Lamps made prior to May, 1933, had a shorter flash period than lamps made since. These short period lamps did not suit the newspaper photographer who wanted to "cut into" the flash to make a high speed exposure. The duration of flash was changed from about .050 seconds for the older lamps to .070 seconds for the lamps made after May 1, 1933. To differentiate between the two lamps, those having the longer flash period were packed in cartons marked "For Newspaper Service". As now all the photoflash lamps are made for this longer flash period, the markings are now eliminated.

It is very important that lamps be kept in their sleeves until used in the photoflash equipment in order to prevent scratching of the bulbs and thereby causing bulbs to break up into pieces when lamp is flashed.

Lamp No. 75

This lamp was designed primarily for color photography and for photographing large areas both indoors and out, and any other applications requiring a flash of high intensity.

Although the wrapper will state the illumination to be more than three times that of lamp No. 20, the facts are that the lamps are about *four* times as powerful.

The following warning is printed on each sleeve:

"Although this photoflash lamp is made with exacting care from selected materials and is carefully inspected before shipment under certain conditions, a lamp may crack or shatter. Therefore a protecting screen must be used over the reflector. Use care in removing the lamp from the socket."

"Do not flash in explosive atmosphere without safety equipment."

"Keep the lamp in this container until ready to use it. Do not flash a lamp which has a check or crack on the bulb."

All sizes in stock at HIRSCH & KAYE



Photo by Harris & Ewing

WOLLENSAK VERITO f4

A Soft-Focus Lens for Auto-Focus Enlargers

Wollensak Verito, used in projecting, beautifully softens harsh wiry negatives. Its gentle diffusion adds a pictorial beauty to your work. Convertible. Rear lens, used alone, is ideal for portraits.
Auto Focus enlargers equipped with the Wollensak Verito retain all their automatic features undisturbed.

Special 10 inch focus f4.5 Verito for 8x10
Eastman Projection Printer $52.50

Special 7½ inch focus f4.5 Verito for 5x7
Eastman Auto Focus Enlarger $42.50

Verito's charming diffusion can improve your work. Prove it in your own studio. Write today for literature and try-before-you-buy offer.

Wollensak Optical Company
ROCHESTER, NEW YORK

Tripods

of All Types – of All Sizes both Wood and Metal

For Movie Cameras and Still Cameras of All Models

•

Here are some of the tripods available in our stock

Thalhammer, B. L., with Pan Top 2-section, 5½ lbs., 34″ — 57½″ opened **$35.00**

Thalhammer Jr., with Pan Top 2-section, 4 lbs., 33″—54″ opened.. **$25.00**

Reis Tripod, 2-section, 10½ lbs., 37″—73″ opened **$25.00**

Mitchell Tripod, 2-section, 7½ lbs., 41″—74″ opened **$25.00**

Professional Tripod, 3-section, 11½ lbs., 24½″—60″ opened..... **$22.00**

Ley Home Portrait Stand, 3-section, 7¼ lbs., 24″—60″ opened..... **$22.00**

Home Portrait Stand No. 2, 2-section, 6 lbs., 36″—60″ opened.. **$17.00**

Home Portrait Stand No. 1, 2-section, 4 lbs., 36″—60″ opened.. **$14.00**

Sharman Tripod, 2-section, 3 lbs., 32″—55½″ opened **$8.50**

Combination Tripod No. 3, 3-section, 4⅛ lbs., 22¾″—55″ opened **$8.50**

Combination Tripod No. 2½, 3-section, 3⅛ lbs., 22½″—55″ opened **$7.50**

Special Press Tripod, 2-section, 3 lbs., 32″—58″ opened **$5.00**

Triax Automatic Metal Tripod, 5-section, 2 lbs., 16″—56″ opened, **$8.50**

Triax Automatic Metal Tripod, 4-section, 1¾ lbs., 18″—47″ opened **$7.50**

Metal Tripod No. 6, 6-section, 1½ lbs., 11⅜″—40″ opened **$6.50**

Metal Tripod No. 2, 5-section, 1½ lbs., 13½″—49½″ opened..... **$5.00**

Metal Tripod No. 1, 4-section, 1½ lbs., 15″—48½″ opened..... **$4.50**

Metal Tripod No. 0, 3-section, 1 lb., 15½″—39½″ opened **$2.75**

Willo Midget Metal Tripod, 2-section, ¼ lb., 7″—12¼″ opened, **$2.25**

Also Tilting Tops, Panoram Tops, Tripod Clamps and other tripod accessories.

•

Let us send you leaflets descriptive of any photographic articles in which you may be interested.

For Better Pictures —

Posing Stool Sets



The set of seven groupers has been popular for years. The set consists of two 24-inch, three 17-inch and two 11-inch stools. Stools may be purchased separately when desired.

Many clever grouping arrangements can be made without too much fuss as the stools are light and compact and easily moved into position.

They are made of durable twisted steel rods, finished in antique copper, with seats of oak. Under ordinary conditions of usage, these stools should last for years.

Price, any height—11, 17 or 28-inch.....$ 3.00
Price per set of seven..... 18.00

H. & K. Posing Chair

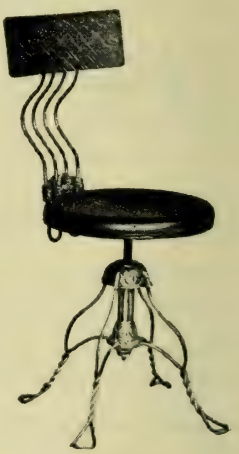
This chair is so well illustrated in the accompanying engraving that but little more need be said. The back is the proper size for bust work, and is adjustable for height. Can be inclined and moved in or out.

The seat may be raised or lowered by the center screw.

They are finished with solid wood seat and antique copper wire back and base.

PRICE

Solid wood seat.....$13.50



4 in 1 Grouper



These new groupers are not only perfect as groupers, but when not in use nest together, thus taking up the minimum amount of space and likewise insuring the complete set being on hand when wanted. Made of good solid oak—finished in best mission style.

PRICE

"Four-in-One" Groupers, (per set of 4).....$15.00

Willo Printer

An ideal 5x7 printer at popular price

This printer features four adjustable masks made of strip brass, provided with lock nut to be set at any point. Both horizontal and vertical masks are adjustable. Illumination is supplied by bulbs placed in four sockets, thereby giving perfect diffusion. Bulbs of 25 watt size are suggested. There is also an additional socket for pilot light. Construction is of brass and maplewood.

Price $16.50

←⁂→

His Master's Vice

THE picture on the front cover is a reproduction of copyrighted photograph made by C. D. Howes, San Francisco photographer. The dog lives near the studio, and in an interview released exclusively to "THE FOCUS", told our representative:

"Quite often, as I make my regular inspection tour of the neighborhood, I have stopped to admire the etchings in Mr. Howe's windows. One day he asked me if I would pose for him, and after we did a bit of collective bargaining, he agreed to pay my fee of a T steak bone.

"First he made a regular photograph of me. I couldn't bear to smell the old pipe, so Mr. Howes substituted a crust of bread, to keep me interested. The picture you see is an etching and the pipe is sketched in. I am well pleased with the picture and that's saying a good deal, because Mr. Howes makes a number of mighty fine photo etchings. But you must excuse me now, I've got to dig up the bone."

←⁂→

There is one thing you must do before you can succeed at any enterprise. Map out a policy and follow it.

—*Calvin Coolidge.*

Ventilating Fan

PHOTOGRAPHERS will be especially interested in a new style of fan, effectively designed to ventilate dark rooms and laboratories. The new fan is so compact and is so mounted that it is easily installed.

The fan has four blades and is mounted in a circular ring, a special feature is a reversing switch that will enable you to run the fan in either direction thereby using it to expel air or to draw in air.

Emerson 9-inch Ventilating Fan for $13.50.

A customer to whom we furnished one of these fans has written as follows:

" . . . Just a word to let you know about your Emerson Ventilating Fan which we received some time ago and which has given us a great deal of satisfaction.

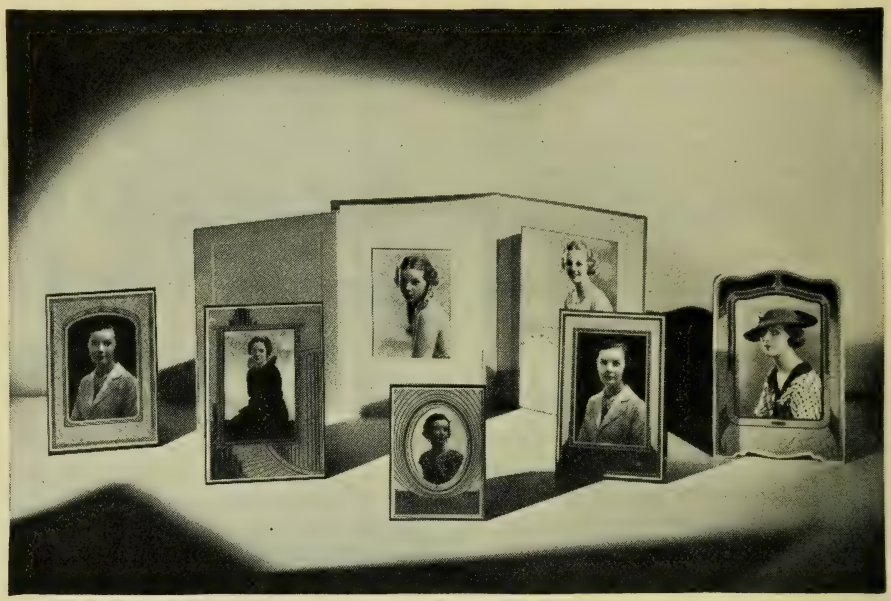
"I made a trip to the island of Kauai very recently where I visited the studios of the twelve photographers there. Their studios were well-equipped except for the absence of a ventilating fan. I told the photographers about the fan which I had just received from you and the benefits resulting from the use of such. So don't be surprised if you should receive a number of orders for a ventilating fan.

"C. P. S."

←⁂→

To remove blue spots which may appear in prints that have been redeveloped, mix a solution of one ounce Muriatic Acid, C.P. to twenty ounces of water. Run the prints through this bath then, without washing them, move them to a saturated solution of Potassium Carbonate. After this is done, harden the prints by using a bath of one ounce stock solution of Hardener to twenty ounces of water. Finally wash prints in the usual manner.

NEW T. L. STYLES . . .
. . . For Your Share of the New Fall Business



Here are some of them—styles that convey today's fashion note—new stocks—new designs—new combinations—yet, as always, the portrait predominates. Mounters that help your portraits stand out above the rank and file of competition. They are a sales stimulant of prime importance.

They answer the demand of the public for the "new." The alert studio owners sense this ever changing taste of the public and choose mounters to suit the whim of their patrons. Therefore, get in step with the times—feature these new mode mounters—they will help increase your sales.

Make an early drive for the fall business and early school work by sending for this sample set of attractive new fall styles. They will give you the assurance of a truly distinctive new mode appearance for your portraits.

SAMPLE OFFER A-17

(Ready for shipment August 15 to September 1)

For $1.25 we will send you, postpaid, one of each style of our new fall numbers (20 mounters) for your good, better and best portraits—both folders and easels. If you particularly desire samples for school work, please mention sizes desired.

Remember—you can order *when you need*—
in quantity *as you need*—from your stockhouse

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

You never know when something you say or do, will hurt somebody, without you meaning to do it.

The editor wont know till he reads this, that Im writing with a big lump in my throat and my eyes are kinda misty.

Ive wanted to tell you about that dog of mine, and when he showed me the picture for the front page, that was just more than I could stand. Looks exactly like my dog: could be him.

Only a short time ago he and I went on a hike up Mt. Tamalpais. Guess I didn't bring enough lunch for him because he just begged more and more of my sandwiches. Before we got through he had more than half the lunch. Then some more people came to where we were and they had chicken and a lot of good things. And the pooch went over and begged a big handout from them. Did he get the breaks that day!

On the way home I stopped and bought an ice cream cone, along the pipe line trail. I broke off a piece for him and started to lay it on the ground, on a big leaf. He made one grab for my other hand, and before I knew it, he had the biggest part of the cone in his mouth. The man who sold me the cone, saw it all and figured the dog was hungry, so he put some ice cream on a dish and put it on the ground for the dog. I was out a dime and had no ice cream.

And that reminds me of the day we went out to the beach. I bought 2 ice cream sandwiches, one apiece and he swallowed his in one gulp and then acted like he had a stomach ache. I didn't know what to do so I ran him all the way home to get him warm and was all in myself.

Whenever I took him on a street car, he would jump up on the first seat and kiss the first person he could, That was to show he'd rather ride than walk.

Money will buy a good dog, but all the money in the world won't buy a wag of his tail.

And all the money in the world wont bring back my dog.

Ive lost my only really true friend. Somebody poisoned him. Unless you've had a dog you dont know how I feel, and how much I miss him.

JERRY.

Foto Flood Reflector

Style 1E



Here is a handy, all 'round reflector, for portrait, commercial, or even amateur photography. It consists of a parabolic reflector three inches deep, and six and one-half inches in diameter. This reflector is finished in satin aluminum color and produces a soft light of great intensity. The reflector is mounted on a wooden handle five inches long and supplied with a socket and push button switch. A silk covered cord, six feet long, with detachable plug, completes the outfit.

Every finisher should feature these reflectors to tie up with the several contests to be conducted this winter. Our schedule of discounts will interest you.

1 E Reflector.....$1.25

Beattie's Economy Coil

operates all equipment using photofloods at a high and low speed by remote control from camera, making this very efficient lamp entirely practical for studio and home portraiture. It operates in this manner: One cable connects to current supply, the other extending to the remote control switch mounted in any convenient place on camera stand; then all lamps using photofloods are plugged into the receptacles in Coil housing. With switch at "low", all burn at a speed that greatly prolongs the life of the 'floods without materially affecting the visual lighting. A snap of the switch and all lamps operate at full brilliancy. Heretofore nothing has been available for this purpose except resistances and multiple-series switches, both reducing the illumination to a point where a visual balancing of the illumination is practically impossible. The Coil has a capacity of about 2500 watts—two #4 and two #1 photofloods; or one #4 and six #1 photofloods; or ten of the small photofloods; or any other combination of regular mazdas or photofloods not exceeding capacity. All four or any one of the receptacles may be used. The Coil pays its cost in two or three months, using four #1 photofloods an average of two hours per day.

Price.....$28.50

Grippit

Grippit holds with a flexible, sinewy grip as long as you wish, but, like adhesive tape, it can be peeled off at any time. **GRIPPIT** CANNOT WRINKLE EVEN THE THINNEST TISSUE. It is waterproof, transparent, stainless, non-inflammable — and the cleanest of all adhesives.

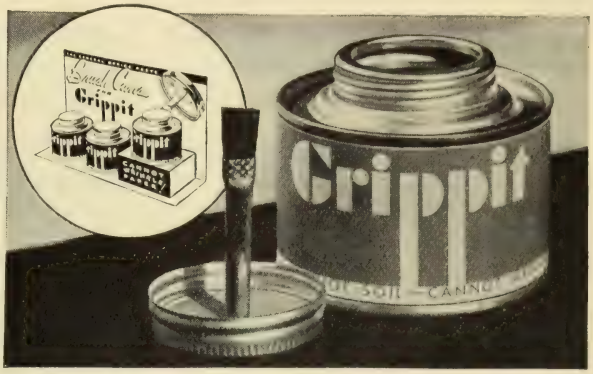


Illustration shows the new Brush Can, with twice the capacity of a tube

Recognized fourteen years ago as indispensable in advertising, art and drafting departments, now **Grippit** has become a staple supply in banks, insurance offices, photo studios, schools and general business establishments.

Tubes	$ .25
½ pints	.60
Quarts	1.75
Gallons	6.00

Write to HIRSCH & KAYE, *Distributors, for resale prices*

Wall Colors for Camera Room

THE best color for painting walls and woodwork of a camera room will be a light shade of grey. This is especially effective as used with a white ceiling. If possible have the walls finished in what is known as a glaze, which you will find will photograph with a fine texture. The shine from the glaze can be removed with a wash of buttermilk when dry. This combination will make your room easy to light, as the walls will not absorb the light, but will fill the room with general illumination.

Restoring Faded Prints

TO RESTORE old or faded prints, we suggest the following. Prepare a solution, which we will designate Solution A, as follows:

Hydrochloric Acid	3 ounces
Water	17 ounces

Solution B:

Potassium Permanganate	49 grains
Water	20 ounces

Prepare a solution of one part A, one part B and six parts of water. Bleach the print in this solution, rinse and develop in a good standard amydol formula.

Bargains for the Photographer

Elwood Special Enlarger. The model with the big, cool lamp house.
Here's a pickup **$39.50**

14" Mounted Condensers in excellent condition. Suggested for use with the R.B. enlarging camera.
Bargain Price **$65.00**

6½" Mounted Condensers in good condition. Will cover 4x5 plate.
Bargain Price **$6.75**

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**
(Can be purchased on terms.)

REFLECTORS, Large Size

We offer a limited number of lighting reflectors, 5 inches deep and 16 inches diameter. The inside is finished in satin aluminum, the outside cream enamel. They are designed for 200 watt S-30 lamps, to be attached to ordinary socket. Also suitable for No. 75 flash bulbs.

Bargain price ..... **$4.50 each**

STEEL ENAMEL TRAYS

We have a limited number of second quality trays available at special price. With reasonable care these trays will render about normal service.

14x17 ..... **$2.50**

4x5 Hammer Press Plates. H&D rating 1400. Plates are about a year old, but are believed to be in good condition.

Bargain Price ..... **35c dozen**

COMBINATION TRIPODS

Number 3½

Length closed ..... 22½ inches
Length opened ..... 55 inches
Weight ..... 4 pounds
Diameter of head ..... 5¼ inches

These are new tripods

Bargain Price **$4.85**

Background 8x8 feet with 7-foot oil painted extension. Design No. 1255.

Bargain Price **$12.00**

Eastman Home Portrait Reflector, complete, cloth and folding stand.

Bargain Price **$4.50**

INGENTO PRINT WASHER

Horizontal whirling type—24 inch diameter. Good condition.

Bargain Price **$4.95**

ART CORNERS

Assorted Designs and Colors

Now offered at new low price of only 3 cents a package.

Bargains for the Photographer

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

K. C. Glossy Print Dryer. This is a gas-heated cabinet which will receive up to fourteen 18x24 ferro-type tins with plenty of space between them. There are no moving parts in this dryer, aside from a fan which continually changes the air in the cabinet. We include ten 18x24 japanned ferro-type plates in the bargain price, **$35.**

Motor-driven Squeegee Wringer. This is a Peerless heavy duty wringer with rollers which measure 3x24 inches each. It is mounted on an all-metal base and operated by an efficient electric motor, and will render much satisfactory service.

Bargain Price **$50.00**

Aristo Proofing Lamp. This is the well known Aristo Arc Lamp which is still considered the best lamp for printing-out proof paper. These lamps are difficult to obtain, and we now offer one at bargain price of.... **$15.00**

Guillemont Opal Plates matte finish. We offer a limited number at bargain price of only 70 cents for a box of 12, size 3¼x4¼.

5x7 Cut Film Holders. A rather limited number of 5x7 cut film holders are available. They will fit any camera in which you would use Eastman holders, and while they last, we offer them at bargain price of **$1.80** each.

ILEX SPECIAL LENS

In auto shutter. An excellent 6½-inch lens, F6-8 for Elwood Enlargers.

Bargain Price **$15.00**

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter A complete outfit for **$260.00**

12 inch Exhaust Fan, Emerson made, 8 blades, mounted in ring.

Bargain for **$12.50**

Leica Enlarger complete with lens and equipment.

Bargain Price **$29.50**

8x10 R.B. Enlarging Camera
Bargain Price **$13.50**

TISSUE ENCLOSURES

These are transparent tissue enclosures, without flap and designed like negative preservers. Size 7¼x10.

Bargain Price

40 cents a hundred
$1.50 for 500
2.50 for 1000

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
1—14 gal.	8 in.	9½ in.	42 in.	**$24.00**
4—18 gal.	10½ in.	9½ in.	42 in.	**27.50**
5—24 gal.	14 in.	9½ in.	42 in.	**33.00**
4—29 gal.	17 in.	9½ in	42 in.	**38.50**

Terms if desired

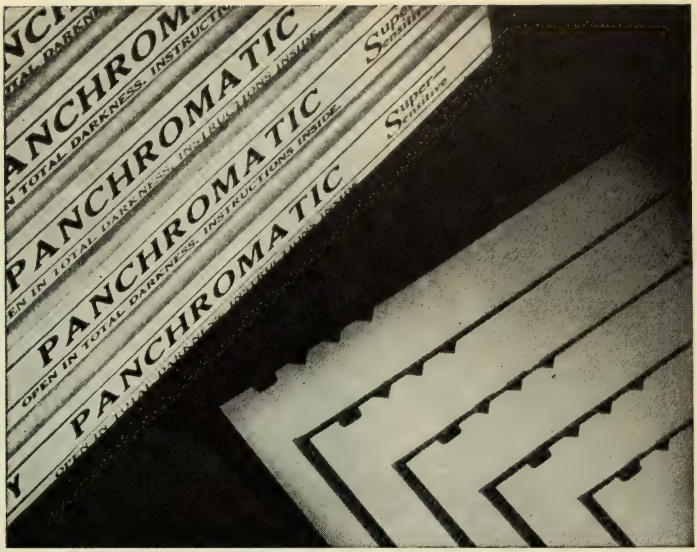
4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price ..... **20 cents each**

Bargain Lenses

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
130B	Barre Portrait	F.5	6″	no	$21.00	$12.50
130C	Barre Portrait	F.5	7″	no	29.00	14.00
124K	Versar	F.6	6½″	Regno	35.00	17.50
82H	Tessar I C	F4.5	15-19/32″	no	274.00	150.00
84G	Radar Anastigmat	F.4	7¼″	no	64.50	48.00
1C	Radar Anastigmat	F4.5	7½″	no	64.50	48.50
132D	Seroco	F6.8	7″	Double Valve	25.00	9.00
58K	Cooke Portrait IIA	F3.5	10″	no	207.00	150.00
64B	Emil Wide Angle	F.12	4½″	no	45.00	19.00
126I	Velostigmat IIIA	F12.5	5⅜″	no	46.00	19.00
92F	Darlot Portrait	F.5	11½″	no	48.00	29.00
90F	Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
136A	Verito	F.4	11½″	Studio	65.00	29.00
190I	Vitax	F3.8	16″	Studio	186.00	95.00
72E	Wollensak Portrait	F.5	15″	no	72.00	39.00
80A	Gundlach Portrait	F.4	14″	no	100.00	42.00
74C	Goerz Dagor	F6.8	4⅛″	no	37.50	25.00
102A	Kodak Anastigmat	F4.5	8½″	no	62.50	42.50
100D	Dall 3A	F.4	16″	no	221.00	79.00
136J	Heliar	F4.5	4¾″	Compound	66.00	21.00
138C	R. R. Cour	F.8	8″	Antex	20.00	9.00
138E	Zeiss Tessar	F4.5	8¼″	Compound	118.00	76.00
138F	Kodak Anas	F4.5	12″	Compound	150.00	115.00
102G	B. L. W. A. Protar	F12.5	6¼″	no	38.50	16.00
102J	Goerz D Anas	F.5	9½″	no	90.50	32.50
102I	Zeiss Protar	F.18	5¼″	no	42.50	27.00
104A	Cook Cine	F1.8	1″	no	60.00	35.00
104C	Xenar	F4.5	8¼″	no	67.00	39.00
138I	B. L. Ser VIII A	F6.3	11⅜″	Compound	114.40	67.50
140D	Zeiss Tessar	F4.5	6½″	General	60.00	29.00
140E	Erneman	F4.5	8¼″	Ernemon	50.00	27.00
140F	I C Tessar	F4.5	11¾″	Compound	206.00	59.00
104J	Kodak	F4.5	7½″	no	50.00	27.00
140C	Kodak Anas	F6.3	8¼″	Acme	38.50	24.00
106A	Ilex Paragon	F4.5	12″	no	130.00	89.00
104J	Kodak Anas	F4.5	7½″	no	50.00	27.00
140G	Goerz Dagor	F6.8	7″	Regno	65.00	32.00
140H	Goerz Dagor	F6.8	10¾″	Betax	150.00	77.00



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MORE SALABLE

FLESH color can be truthfully reproduced only with red sensitive materials such as Eastman Super-sensitive or Portrait Panchromatic Films. Animated expression can be caught only with a material having their exceptional speed.

Use these modern films and make your portraits more attractive—more salable. Eastman Kodak Co., Rochester, N. Y.

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SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS



OVERCOME CHEMICAL UNCERTAINTY

MADE especially for photographic use, Eastman Tested Chemicals are highly refined—unusually pure—consistently right. Use them and 90% of your darkroom troubles will disappear. Eastman Kodak Company, Rochester, New York.

Specify

EASTMAN **TESTED CHEMICALS**

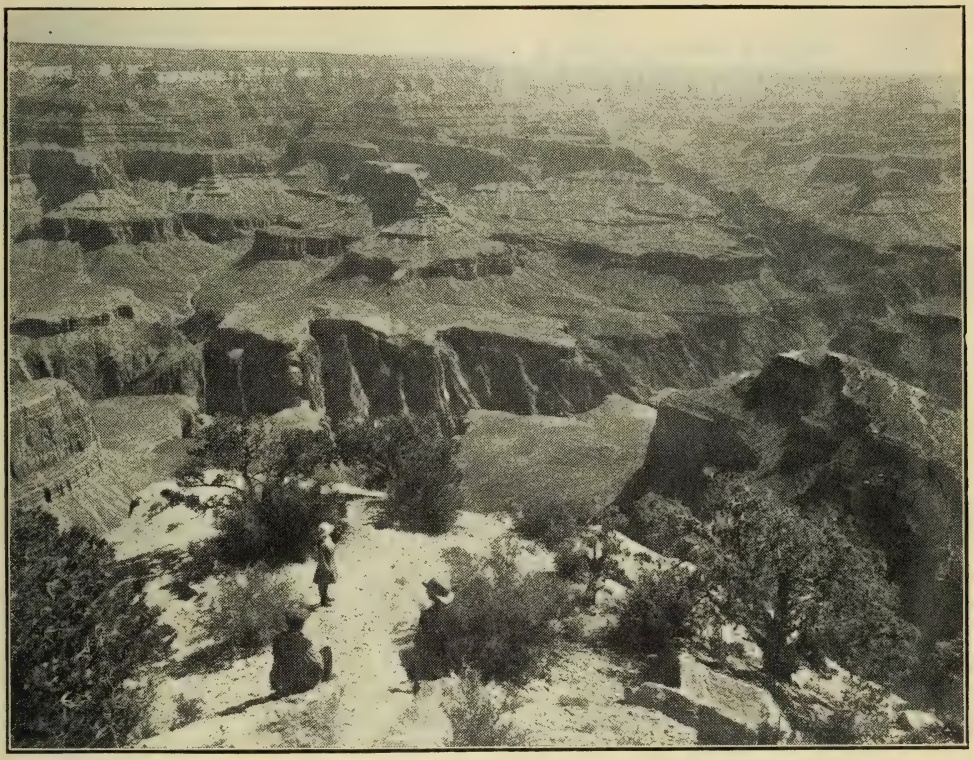
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THE FOCUS

Published Monthly in the Interests of Professional Photography

VOL. X. SEPTEMBER, 1934 No. 9



GRAND CANYON

Published by

HIRSCH & KAYE

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An ideal medium for "pan" portraiture. Exceptionally long, brilliant scale combines with flashing speed and fine rendition of color brilliancy.

A distinctly modern panchromatic film.

Other Brands of Defender Film

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(Highly Green Sensitive)
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PANCHROMATIC
COMMERCIAL PANCHROMATIC
PENTAGON
(The Five Feature Film)

●

DEFENDER
Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 GRANT AVENUE, SAN FRANCISCO
The Largest Independently Owned Photo Supply House in the West

VOL. X SEPTEMBER, 1934 No. 9

INTRODUCING—



MRS. E. E. FITZPATRICK

Have you ever wondered who was the first woman photographer to take pictures from the air? We believe we know. The time was June of 1921 when Mrs. F. J. Fitzpatrick made a series of aerial photographs of the town and valley of Snohomish, Washington, for a local bank.

Eva Ethel Baird Fitzpatrick was born in Cantrel, Iowa, of Scotch, Irish and English parents. At an early age, the family moved to Colorado, where she attended the public and high school. This gave her the ambition to be a school teacher like her sister and as her mother had been.

In 1904 she married a photographer who taught her all-round photography. They separated in 1913, and the following year she married a traveling salesman. But a traveling husband left her lonely, and it was decided to concentrate the efforts of both on photography. A studio in Snohomish was purchased in 1920, and this time she was the instructor.

The following year, Mr. and Mrs. Fitzpatrick were offered an attractive proposition to enter into a partnership with another person in China, and to China they went.

But instead of remaining ten years as they had intended, they remained but two. But these two years were crowded with many interesting experiences, and they returned with an unusual collection of negatives and a recollection of having made pictures of and for the President of China. Some of these pictures were presented to Princess Mary of England as a wedding gift, and to Secretary of the Navy Denby on the occasion of his visit to China in 1922. They then located in their present studio at Chehalis, Washington.

←❖→

American industry is deserving of every consideration. It has played a tremendous role in developing economically the greatest nation in the world, with the highest standards of living for people in all walks of life. Upon its welfare depends the welfare of all.

—*Senator Robert F. Wagner.*

←❖→

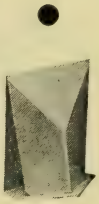
Men are valuable just in proportion as they are able and willing to work in harmony with other men.

—*Elbert Hubbard.*

←❖→

The happiest business in the world
  Is that of making friends,
And no "Investments" on "streets"
  Pay larger dividends.
For life is more than stocks and bonds,
  And love, than rate per cent,
And he who gives in friendship's name
  Shall reap as he has spent.
Life is the great investment,
  And no man lives in vain
Who guards a hundred friendships
  As a miser guards his gain.



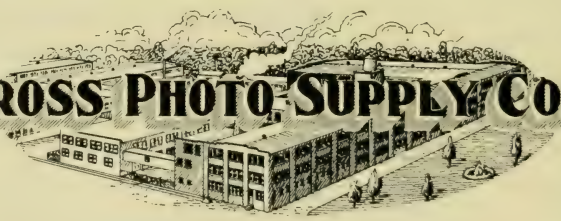


Two Standbys of the Studio

● Amid the steady flow of style changes in mounts, all through our industry, the Gross Y-Beam and the Gross Tri-Beam principles continue in sustained favor with studios and the public.

Mechanically and artistically sound, the Y-Beam and Tri-Beam Gross mounts are outside the range of fleeting fads; they offer a combination of the practical and the beautiful to your customers. By their charm and utility they say to your sitters "*If you place your portrait in this kind of a mount, you know there'll be less reason for anyone to file it away among the family archives.*"

And that simplifies your selling jobs—commits your customer more readily to the size of order you'd like to get.



THE GROSS PHOTO SUPPLY COMPANY

Manufacturers of "UNCOMMON" Photographic Mountings

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Distributors

HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO, CALIF.

Handling Kodak Panatomic Film

KODAK Panatomic Film is constantly growing in favor, not alone for use in miniature cameras but in larger sizes as well—full vest-pocket, 2¼x3¼ and 2½x4¼. It's a film of unusual quality and its fineness of grain offers a sales argument you can turn to your advantage as an aid in increasing enlarging orders.

Panatomic Film does not necessarily involve any extra trouble or expense in handling, other than the care you ordinarily give to processing any panchromatic film. The use of the regular developer formulas (DK-50, DK-60, D-75, and D-75b) assures negatives of excellent quality and fine grain.

The time of development depends entirely on the density contrast preferred for printing or enlarging, an average time being from 7 to 14 minutes at 65° F. in fresh developer for DK-50, or D-75, and 5-10 minutes for DK-60 or D-75b. The preferred time can be determined after you have developed a few Panatomic rolls.

The significance of the statement that handling Panatomic involves no extra trouble or expense is evident when it is realized that these are standard instructions for Kodak "SS" Pan—for example, DK-50, 7 to 14 minutes at 65° F.—as well as for Panatomic.

A large volume of Panatomic rolls—large enough to warrant a special drive on big enlargements from these small films—indicates the installation of an extra 10 gallon tank and the use of either the DK-76 or D-76 formulas for finest possible grain. Average times of development are 15 to 25 minutes at 65° F. in fresh developer, according to the contrast that is desired.

When volume is not sufficient to warrant such special treatment, you will certainly stand a good chance of getting and holding the developing business, and the enlarging that goes with it, by processing Panatomic rolls in the regular developer.

Any camera or material which increases interest in picture taking should be given every possible encouragement. New business of any nature is worth coddling, because new business means more business. Develop Panatomic Flms carefully, without extra charge, and you will find this new business an important factor in finishing volume.

Strange Facts About Acids

Formic acid was made at one time by distilling red ants.

Acids are responsible for the taste of many fruits.

All acids contain hydrogen.

Acids turn blue litmus paper red.

Many acids are merely solutions of gases in water.

Sulphuric acid eats woolen clothing and wood by decomposition and stealing the hydrogen and oxygen.

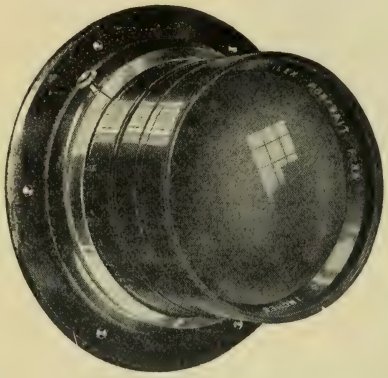
Because of its oily appearance, sulphuric acid is often called oil of vitriol.

A fire can be kindled by dropping concentrated nitric acid on wood shavings or straw.

Copying Blue Prints

Should you have occasion to make photographic copies of blue prints, use Process Panchromatic film and a K 3 filter if the tone of the print is a very deep blue. A G filter will be satisfactory for a medium shade of blue, and the A filter for light blue. The A filter will serve for any shade of blue, but will require a longer exposure.

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY **ROCHESTER, NEW YORK**



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¾
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with superstrength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

New Problems for the Military Censor

HERETOFORE it has been the practice of military censors to use a heavy pencil, crayon, or even opaque ink to block out undesired portions of press dispatches, cables and letters. That was quite satisfactory as long as the final message was seen only through the eye.

In the next war, it will be a case of censorship by knife or scissors, for the development of Infra Red photography has made it possible to photograph an original surface right through the opaque blocking material. Recently the British Museum photographed by the Infra Red process, some censored documents of the days of the Spanish Inquisition, and obtained a perfect reproduction of the original manuscript. Another undecipherable manuscript on leather, dating back to 1200 B C. was revealed with remarkable clearness.

We predict that future detective stories and stories of spy activity will feature Infra Red photography. Sherlock Holmes is in the market for a camera.

←❋→

Photographing Mirrors

TO OVERCOME reflections when photographing mirrors, and to reproduce the glass as a white surface, cast a reflection on the surface of the mirror from a white or shaded surface, using a large white ground as your reflector. Best effects will be obtained when you use a black background behind the mirrors, lighting the subject with reflected light as suggested.

←❋→

If all the economists in the world were laid end to end, they would never reach a conclusion.

Master Touch Opaque

For Film or Glass

So smooth, so clean—completely opaque with one application. Excellent for difficult work where ruling pen and fine brushes are used. Dries quickly into hard flexible surface. Won't rub off, crack, chip or mold. Can be removed instantly with water. Costs no more. Unconditionally guaranteed.

No. 0:	1 oz.	$0.25
No. 1:	2½ oz.	0.50
No. 2:	7½ oz.	1.00
No. 3:	20 oz.	2.00

←❋→

Coloring Blonde Hair

You are likely to find that blonde hair takes on a greenish tint if colored with a strictly yellow color. You can overcome this if you will first sepia your prints, and then use cadmium yellow for very blonde hair, with carmine and burnt sienna mixed for the shadows. Sepia prints are always preferable to black and white for coloring.

←❋→

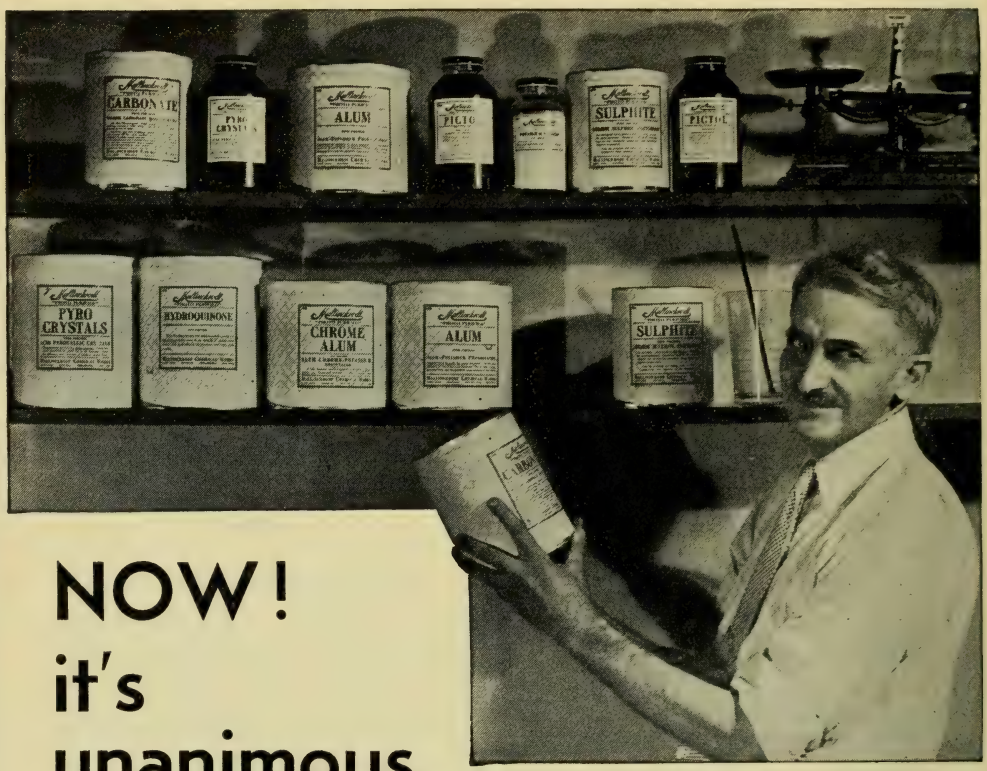
New Prices

Photoflood Bulbs

A NEW PRICE on Photoflood bulbs is announced. We now offer the regular or standard size of Photoflood bulbs at reduced price of 25 cents, while the large No. 4 bulb is offered for $2.00. Theses reduced prices should encourage photographers to make greater use of this latest form of artificial illumination.

←❋→

A single pound of honey represents the life work of 300 bees. If it were possible for one bee to produce a pound of honey she would have to work all day long 365 days a year for 8 years.



NOW! it's unanimous

ALL Mallinckrodt

NOW HE USES only Mallinckrodt Photo-Purified Chemicals, made especially for photographic purposes, just as a cabinet maker uses tools made for his trade or as a surgeon uses only surgical instruments. If you were to go behind the scenes when you see an exceptionally fine photo, the chances are that you would find a shelf of Mallinckrodt Chemicals, backing up good photographic skill.

Mallinckrodt Photo-Purified Chemicals are perfected physically as well as chemically.

They have given faithful service in the broiling tropics. They have gone with Admiral Byrd to the Antarctic.

Mallinckrodt
CHEMICAL WORKS

Second and Mallinckrodt Sts. **St. Louis, Mo.**

"Makers of the most extensive line of Photo Purified Chemicals"

New York — Chicago — Philadelphia — Toronto — Montreal

Professional Service

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Crayons - Water Colors - Oil Painting
Air Brush Work
Photos Copied for Reproductions

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SKYLINE 2759

Putz-Pomade

For reducing negatives by friction and for finishing etched negatives.

25 cents a tin

HIRSCH & KAYE
have it!

RETOUCHING

By expert of years of experience

MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable

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FOR 25 YEARS WITHOUT A COMPLAINT

BARS-TONE

GOLD & PLATINUM TONER

$1.00 PACKAGE MAKES A FULL GALLON

Made by the Originators and Sole Manufacturers of

ART CANVAS GENUINE CANVAS FOR ENLARGING

Barnum Photographic Products Co.
CINCINNATI, OHIO

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

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BLAISDELL PENCILS

Here's a Pencil for Every Purpose!
Blaisdell Pencils will appeal to you.



No.	Price each
852-Black Negative Marking	$0.15
855-Black Photo Spotting	.15
1-Lt. Brown Sepia Spotting	.15
2-Dark Brown Sepia Spotting	.15



169-Red, Glass Marking	.15



273-Skin Marking, Black	$0.15
269-Skin Marking, Red	.15
266-Skin Marking, Brown	.15
856-Sepia Spotting	.15

Please specify when you order.

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

Kodak Miniature Enlarger

THIS new, versatile and moderately priced miniature enlarger accommodates negatives up to 2¼x3¼ inches (the maximum printable area is 2¼x2½ inches) and focuses for enlargements of from 2½ to 10 diameters.

Adjustment for size is made by sliding the enlarger head up or down on the standard. Focusing is accomplished quickly and easily by a turn of the lens mount. The lens is a highly corrected *f*.4.5 Kodak Anistagmat, made specially for enlarging requirements.

Illumination is supplied by the powerful No. 1 Photoflood lamp, controlled by switches and a rheostat to give two degrees of illumination intensity. An opal-glass disc diffuses the light before it reaches the lens, insuring even illumination. The lamphouse is amply ventilated, and heat-absorbing glass between lamp and negative protects the latter from damage. A detachable, colored disc permits inserting promide paper while the printing light is on.

A convenient paper holder, with masking device, is supplied with the enlarger outfit. Sliding arms for masking are attached to a strong metal frame. The frame swings up and is held by a catch, so both hands are free to adjust the paper. A secondary masking device, for small enlargements, is provided by an "L"-shaped mask, so located that the paper can be placed near the center of the board. This mask is instantly removable. Both masks have scales that may be read in subdued light.

The Kodak Miniature Enlarger can be clamped to a table edge or other projection. But with the addition of the paper-cabinet base (supplied separately) the Enlarger is more easily operated; furthermore, it becomes a self-sustaining unit which can be conveniently set up anywhere and turned in any direction. The front of the cabinet has a latched door which swings up to give access to compartments for three popular paper sizes: 5x7, 8x10, and 11x14. Also, there is a compartment with sliding door on either side to hold attachments, negatives, or other articles. The paper-cabinet base is built of wood, stained black.

Kodak Miniature Enlarger, including rheostat standard, lamphouse, enlarger head with negative holder and Kodak Anastigmat *f*.4.5 lens, Photoflood lamp, electric cord, plug, and Masking Paper Holder $67.50

Enlarging Assembly only (lens, mount, negative holder, reflector) for use on standard of Kodak Auto-Focus Enlarger, Model B, or older models adapted to take Photoflood lamp (enlarges up to 8 diameters) $35.00

Paper-Cabinet Base $10.00

(Terms if Desired)

HIRSCH & KAYE *Have It*
Illustration Sent on Request

S. F. Known as Photo Center

Through the work of Ansel Adams, Edward Weston and several other Northern California photographers, San Francisco has come to be recognized as one of the world centers of modern photography. Acting as a jury of selection for camera studies submitted from all over the United States, Adams, Weston and Willard Van Dyke chose the 75 or more examples of photography represented in the exhibit to be shown at the Adams-Danyish Galleries from August 18 to September 1.

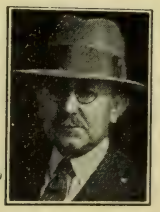
Prints in this exhibit by photographers from such divergent points as Lincoln, Neb.; Philadelphia, Utica, N. Y., and Port Arthur, Texas, testify to the widespread interest.



R. E. Derby



N. G. Siller



Wm. Wolff



H. L. Bush



K. G. Charlesworth

Our Salesmen Tell Us

The American Legion Convention held in San Francisco in August, brought a number of photographers to our city. Among those who were in town at that time were **M. H. Strong** of Napa, and **W. W. Beardsell** of San Jose.

♣ ♣

Another Legion visitor was **Mrs. O. W. Swanlund** of Eureka, whose husband is active in Legion affairs and holds a commission in the Army Reserve, and was in active service at that time.

♣ ♣

The wedding of **William S. Valentine** and **Lulu D. Sanders** of Redding, took place June 23, 1934. Mr. Valentine has been a photographer in Redding for many years, but has also found time to operate a steam laundry, radio shop and other activities.

♣ ♣

Kathleen Dougan is again active in her studio in Berkeley, after a serious illness, which caused her to spend five weeks in a hospital. We are glad to report that she is fully recovered and as efficient as ever.

♣ ♣

The Jones Photo Shop at Los Vegas, New Mexico, has been purchased by **Mr. Paul I. Odor,** who will continue the business under the original name.

Seattle's live-wire photographer, **Mose Grady,** spent a few days in San Francisco, accompanied by the capable Mrs. Grady. As they returned via the Redwood Empire and Columbia Highway, there was no lack of scenic beauty on the way home.

♣ ♣

Dora L. Warren, formerly located in Paso Robles, announces the opening of her new studio at 237½ North H Street, Lompoc, Calif.

♣ ♣

A most interesting exhibition of photographs of historic homes and places in the Gold Country will be on display at the M. H. de Young Memorial Museum in Golden Gate Park. The pictures are made by **Roger Sturdevant,** a local photographer, and will be on display for the month of September.

♣ ♣

R. W. Haynes, of the Monterey-Carmel district, was in town and purchased additional equipment.

♣ ♣

A. W. Gauger, photographer in Dos Palos, was in San Francisco because of an operation on his nose. This is the second operation and was rather painful, but he expects complete recovery.


H. Fazakerly


Bon Ward


Fred Sass


Harry Reif


J. B. Bogue

Our Salesmen Tell Us

John F. Rabe of Quincy was in San Francisco, and told us of the partial destruction of the town by a disastrous fire. The town had previously escaped destruction by a forest fire of unusual size, and it is interesting to know that, having escaped the larger fire, the town nevertheless suffered by a fire from within. Fortunately, the Rabe Studio was not burned, although the fire was checked two doors from the studio.

♣ ♣

Ralph H. Anderson, photographer-ranger, in Yosemite National Park, submitted a print at the California Camera Club in San Francisco, which took first prize. We envy the opportunities of Mr. Anderson to obtain pictures of unusual nature.

♣ ♣

Frank Tallman has sold his studio at 11 South Sutter Street, Stockton, to **A. P. Wattel,** who now calls the studio the Smiles Studio.

♣ ♣

Mr. and Mrs. Guy Lykins of the Eureka Photo Art Company spent the best part of a week in San Francisco.

♣ ♣

Mr. Bartel of Santa Barbara has returned from a vacation of six weeks duration, which included a motor trip through Chicago, Yellowstone Park, the Mammoth Caves of Kentucky and the Grand Canyon. A trip of that kind would appeal to us.

♣ ♣

Ruth Cavanagh, Berkeley photographer, enjoyed a two weeks auto trip to places of interest in the State of Washington.

♣ ♣

Clyde Sunderland, well known Oakland commercial photographer, has returned from a two weeks cruise with the Naval Reserve for which organization he made a number of pictures. This trip was made on the U.S.S. Trenton.

♣ ♣

Seems like East Bay photographers have the traveling habit. **Albert Salb** and wife left their Oakland studio for an auto trip to Portland and way points. It's hard to resist the lure of the open road.

♣ ♣

Ora L. Markham, well known photographer of Portland, Ore., Mrs. Markham, and two companions, have set off in a 36-foot boat to spend the summer in Alaskan and Arctic waters. Mr. Markham expects to return with many reels of movie film of Arctic wild life.

♣ ♣

A new studio has been opened in the Mission district of San Francisco. **Marguerite H. Kilroy** has opened her own studio at 2312 Mission Street.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard,
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Eastman Announces—the box camera sensation of all time

Baby Brownie

Retails for $1

First Eastman Box Camera with Molded Body and Eye-Level Finder—Light as a Feather—Modernistic Design

NO NEED to worry about an autumn slump in photo business this year. Eastman's new Baby Brownie will turn that down curve up!

It's novel . . . unusual . . . low priced . . . takes splendid pictures—eight full-sized vest pocket views on No. 127 Kodak Film . . . *Baby Brownie protects your film and finishing profits.*

Dozen lots are shipped in the ingenious counter display carton.

Baby Brownie is *molded*—"light as a feather"—with a "built-in" glossy black finish. Takes eight 1⅝x2½-inch snapshots on a 127 (Vest Pocket) roll—Kodak Regular, Verichrome, or Panatomic Film. Has single lens *in front of shutter* (a protective feature). Fixed focus, range from 5 feet to infinity.

Baby Brownie's low retail price of $1 is a big selling argument. Almost every customer who passes the photo counter is a prospect.

Order today from HIRSCH & KAYE

Nograin

The Fine Grain Developer

•

NOGRAIN is a developer that will fulfill the following requirements:

1. Produce a fine grain image.
2. Can easily be mixed in water.
3. Will not stain.
4. Is non-poisonous and can be used by persons with sensitive skin.
5. While giving a fine grain image will also produce negatives with a well graduated scale of tone value.
6. Is suited for the average amateur negatives and will produce maximum quality under varying conditions of light and exposure.

NOGRAIN meets every one of these requirements and once tried, its superiority is easily demonstrated.

Each package will make 26 ounces of fine grain developer.

Price 25 cents

A "STATIC-DYNA



NO, this young woman is not a circus human cannon ball, nor is she stunting on an airplane wing. When this plate was exposed she was comfortably resting in an easy chair, as the diagram shows, her hair streaming down and hiding the back of the chair. Turn this bulletin one quarter around to the left and, you have the original pose. The purpose of this bulletin is to open for study and experiment, the possibilities of a changed position of the print, to secure action. As in this case, a static pose may become intensely dynamic, through the simple expedient of turning the print.

There are other outstanding merits in this portrait. Study the harmony of the curved lines. Note also the excellent tone gradations. See the glint of light on the chin and shoulder, secured through the skillful shifting of the spotlight, until just the right highlights were obtained. Further details of exposure and development follow.

IC" POSE . . .

DARKROOM HINTS

It sometimes happens that a negative does not produce good prints because it is too weak, too dense, too flat, or too contrasty. If a new exposure is impossible some of these faults can be partially modified and, in some cases, almost completely corrected by the processes known as "intensification" and "reduction."

If the negative is too thin, it contains too little silver metal in the image and can be strengthened by intensification. If the negative is too dense, it contains too much silver metal in the image and can be weakened by reduction. Sometimes, a faulty negative requires a combination of these processes.

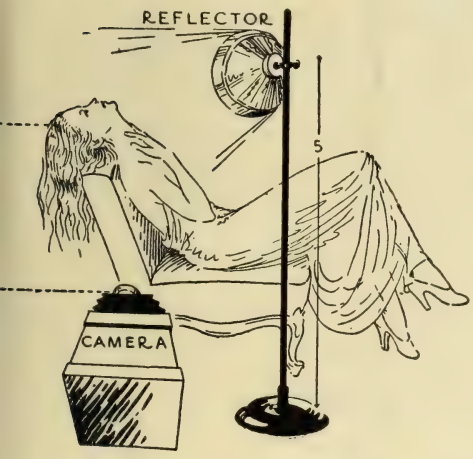
The foregoing is taken from Chapter IV of *The Chemistry of Photography*. This chapter and Chapter V are devoted to the chemistry of intensification and reduction. Space does not permit reproducing the processes here, but we suggest that you obtain the book from us—cloth bound—50c postpaid.

Lighting—

One 5-ampere arc spotlight set five feet from floor and about one foot above the subject, about one foot to the right of the lens, which was about four feet from the subject. This was the only lighting.

Lens—

Verito, 18-inch, opening 4F.



Plate—

Cramer Hispeed. Time exposure 1 sec. Tray developed with Pictol-Pyro solution as follows:

A. Pyro Crystals, *Mallinckrodt*....1 oz.
Sodium Meta-Bisulphite, *Mallinckrodt* .....75 grains
Pictol, *Mallinckrodt* .....75 grains
Water to make.....16 ozs.

B. Sodium Sulphite, Anhydrous, *Mallinckrodt* ..... 2 ozs.
Water to make.....16 ozs.

C. Sodium Carbonate, Monohydrated, *Mallinckrodt*..... 1 oz.
Water to make.....16 ozs.

Equal parts of A, B and C for developing Solution.

Print—

Athena C Paper, Formula as follows:
Pictol, *Mallinckrodt* .....50 grains
Sodium Sulphite, Anhydrous, *Mallinckrodt* .....1½ ozs.
Hydroquinone, *Mallinckrodt* 175 gr.
Sodium Carbonate, Monohydrated, *Mallinckrodt* .....1 oz.
Potassium Bromide, *Mallinckrodt* .....75 grains
Water to make.....½ gal.

To make working solution, use one part of the above stock solution and one part of water at 65° F.



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by
HIRSCH & KAYE

The WILLO PRINTER

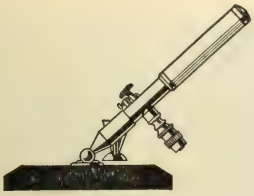
An Ideal 5x7 Printer
At a Popular Price

IN 2 SIZES

Fitted with sliding adjustable masks and four sockets, accommodating 25 watt bulbs. In addition it has a socket for a Ruby Lamp. It is made of the best maplewood, with a provision for diffusing.

5x7	8x10
$16.50	$29.50

Prompt Shipment. *Terms If Desired.*



WOLD
Air Brush Equipment

The Stencil Knife

A knife of great value to all trades requiring a keen cutting tool that will retain a fine edge. For artists, pressmen, engravers, lithographers, photographers, show card writers and stencil cutters.

Complete, each.....$1.25
Blade only, each..... .75
Handle only, each..... .50

Frisket Paper

Especially adapted paper for reproduction of designs and protection of the design when the Air Brush is used. It is fastened to the drawing or photograph with cement listed below.

This frisket paper is used in over three hundred art departments and is recognized as the standard photo mask. Every sheet is perfect, it never sticks, never spoils. The easiest cutting, most transparent and durable frisket paper on the market. Sheet size is 20½"x24".

Per sheet.....$ 0.20
Per dozen sheets..... 1.75
Per gross..... 18.00

Frisket Cement

Made specially for use with our frisket paper. Clear as glass when applied, it adds to the transparency of the photo mask. Used instead of glue or paste for mounting.

Priced per pint at.....$0.75
Priced per quart at..... 1.25
Priced per gallon at 3.50

Write for Complete Catalog of Air Brushes and Equipment

Adjustable Masks for Miniature Negatives

Adjustable masks to fit Model B or Pako Junior Printers, for printing from small negatives, are now available.

These auxiliary masks can be quickly attached and removed without changing the Printer Head. They can be readily adjusted to properly mask each print and can be instantly removed to permit use of the Printer for standard sizes.

The low price of $2.00 per set will induce finishers to order one set for each Model B or Junior Printer.

Now ready for shipment.

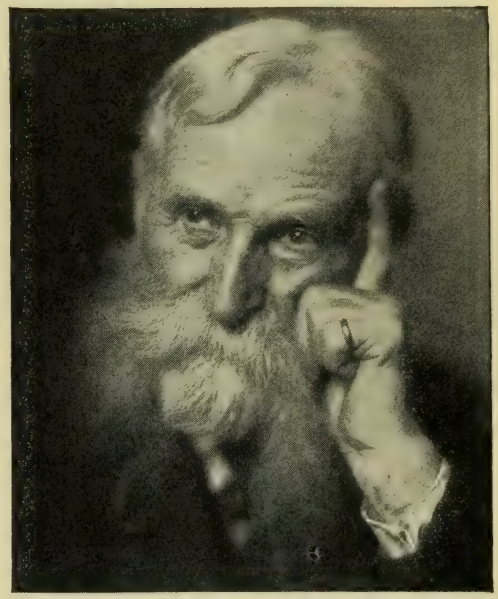


Photo by Harris & Ewing

"You Almost Expect Him to Speak"

Portraits With Wollensak Vitax, f3.8 Are Surprisingly Life-Like

Heads and busts made with the Wollensak Vitax lens have a truly rounded perspective, wonderfully life-like. The secret is partly in the lens formula, partly in its fine optical quality. A diffusing device gives softness, when desired.

Because of its f3.8 speed the Vitax helps you to catch children in natural poses and to avoid negatives blurred by movement.

If your light is poor, your negatives undertimed, you need a Vitax lens. Write for our special try-before-you-buy offer.

Wollensak Optical Company

ROCHESTER, NEW YORK

NEW METAL FRAMES



No. 540
GOLD
With black or ivory glass
7½x9½ $4.50



No. 542
GOLD
With black glass
7½x9½ $4.50



No. 605
GOLD
With moire silk panels
in white, peach, rose or green
7½x9½ $4.50



No. 610
GOLD
With black or ivory glass.
Sliding velvet back.
7½x9½ $3.30

NEW METAL FRAMES



No. 43
GOLD OR SILVER
Sizes—4x6, 4¾x6¾, 6x8, 7½x9½
Price, each, $1.90



No. 43R
GOLD OR SILVER
Sizes—4x6, 4¾x6¾, 6x8, 7½x9½
Price, each, $2.00



No. 44R
GOLD OR SILVER
Sizes—4¾x6¾, 6x8, 7½x9½
Price, each, $2.00
Same without top ring.....$1.90



No. 48R
GOLD OR SILVER

Size	Price
7½x9½	$2.00

Lewis Bunnell Jones

Eastman Kodak Company lost one of its most beloved members in the death of Lewis Bunnell Jones, who died August 25 of a heart attack while walking over his farm near Rochester. Only those who had met Mr. Jones can appreciate his outstanding and endearing qualities.

Above all things, Lewis Bunnell Jones had the quality of humanness that only really big men can ever possess. You respected him, you esteemed him, but, more important still, you loved him.

As the genius whose advertising talent was largely responsible for girdling the globe with "Kodak," Mr. Jones was an outstanding figure in his profession and was so recognized by it.

Mr. Jones joined the Eastman organization in 1892, four years after the Kodak had been introduced. He assumed charge of advertising at once, and continued as active head of the department until 1921 when he became vice-president in charge of sales and advertising policies throughout the world. In that capacity he continued until his death. He had been a director of the company since 1919.

One of Mr. Jones' traits that his friends found most engaging was the almost boyish enthusiasm with which he greeted each new interest—whether business or pleasure.

Perhaps it was this characteristic that enabled him to keep his viewpoint young, fresh, and clear throughout the years. Perhaps, too, that was the reason he conducted his last day's work as he did his first—energy unimpaired, eyes undimmed, and spirit unafraid.

←❋→

There are three parties to every sale: The worker who makes the goods. The store that sells them. The customer who buys them. Unless all receive fair value for their labor and money, the sale is not mutually satisfactory. —*Wanamaker's.*

National Graflex Ser. II

About a year ago, the National Graflex was announced as the latest addition to the well known Graflex group. The camera was announced with 3″ F3.5 Tessar lens, and because of its well known Graflex features and compactness, found instant favor among photographers.

To create new opportunities with this camera, an additional 140 mm. F6.3 B & L Telephoto lens is now announced. This means that camera and telephoto lens will give you results equal to that of two separate cameras. Notice the moderate prices at which National Graflex and accessories can be obtained on terms if desired. A detailed leaflet will gladly be sent on request to Hirsch & Kaye.

National GRAFLEX, with 75 mm. f.3.5 B&L Tessar	$82.50
140 mm. f.6.3 B&L Telephoto Lens (cost additional)	55.00
National GRAFLEX Wratten Filters in Mount: K-1, K-2, X-1, X-2 and Sky, each	3.25
National GRAFLEX Copying Attachment	2.75
National GRAFLEX Sunshade	1.00
Sportsman's Carrying Case	8.50
Hard Leather Carrying Case	4.50
Suede Carrying Case (Waterproof)	3.00
Crown Unit Tripod	6.75
Crown Jr. Tripod	6.75

←❋→

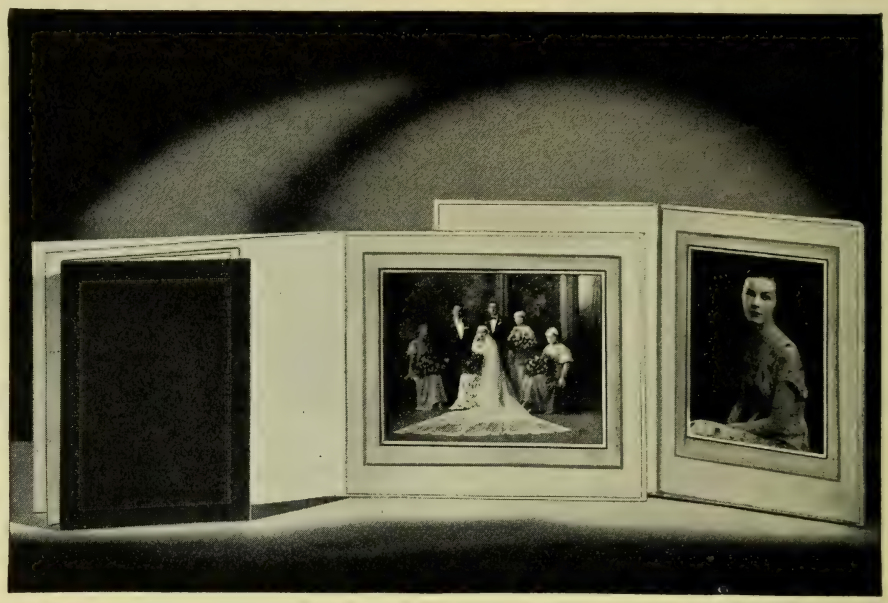
The Front Page

The picture on the front page of this issue is a somewhat unusual view of the Grand Canyon. We are indebted to the Santa Fe Railway for the opportunity to present this picture.

←❋→

When using "Pan" film in portraiture, the rendition of carmined lips and blue eyes will be improved if you include a blue bulb Mazda in your lamp battery.

A NEW FALL STYLE
THAT COMMANDS ATTENTION



The DRESDEN

An attractive mounter not only increases sales, but can be used successfully to keep your portraits in a merit class and obtain for it an increase in the selling price.

Alert studios sensing this have changed from an out-moded mounter to one that expresses present day, new mode designs. The effect of the change in appearance of the portrait results in increased sales—better prices—and, ultimately, larger profits.

The DRESDEN illustrated above is a folder that combines good looks, good taste and "class." Just the mounter that will impart the distinction, character and eye-value that you seek for your portraits.

The new Duro-Wave enamel cover stock is set off with neat silver lines on the Dark Olive and gold on the Brown. The two-tone mezzotint design on insert set off with black and silver on the Cream White and black and platinum on the Ivory adds distinction. All edges are deckled. The extra fly-leaf protects the portrait.

Available in all standard sizes—4x6 to 8x10 upright and 10x8 horizontal.

No expense has been spared in workmanship or material to design this mounter. Send for a sample now.

Sample of the 4x6 size, postpaid, for twelve cents

SAMPLE OFFER F-2

It is not necessary to put in large quantities, but do not go on using the same mount year after year. The taste of the public is always and forever changing.

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

Did you know you can get a shock from an electric clock?

We have a new electric alarm clock in our house and the first morning I showed up for work on time, the shipping clerk got the shock of his life.

Id like to be elevator boy in Mussolini's palace. Then I could raise the Duce.

I heard a man say that all photographers were brothers under the skin. Yeah—you skin me and Ill skin you.

The stock house is open on week days, but the stock and bond houses are open on weak days and strong days.

By the end of this year there will be two kinds of people in this country —those that cant find a job and those that dont want to work.

Fan dancers are not bothered by the textile strike, but it will be hard on the white shirts, blue shirts, black shirts and clean shirts.

But times are getting better. A tailor was telling me some customers came in to have their pockets mended.

I was talking to a man who had a big lump on his head. He said his wife hit him with an oak leaf.

The leaf came out of his dining room table.

A hungry actor don't care if his roles are light or heavy.

2 oysters met 2 oysters
And they were oysters, too.
4 oysters met a bottle of milk
And they were oyster stew.

I was in the Owl Drug Store when I heard a lady say to the clerk—It says on the label that this stuff is good for man and beast—that right? Sure, says the clerk. And she says—wrap it up —its just what I want for my husband.

Didja know Im studying a correspondence course in bookkeeping? Well, I am, and the other day the letter carrier handed me a big bunch of my Mae West problems.

I done em wrong.

Seeing a policeman on a horse just now reminds me. While I was on my vacation I got acquainted with a blacksmith who said he would show me how to make a horseshow. He says —Ill bring the iron from the fire and put it on this anvil. When I nod my head you hit it with this hammer.

For a minute I was afraid I had killed him.

JERRY.

H&K Baby Arc Spotlight

It's for the best photographer who wants the best



SPECIFICATIONS

The large well ventilated lamp house is beautifully finished in black enamel, trimmed with red and yellow. It contains 4½" diameter, 7" focus special spotlight lens. Illumination is obtained by a 15 ampere arc, which type of illumination is especially desirable when small spot effects are wanted. This lamp uses ⅜x4" carbons. The substantial stand is made with aluminum base, and steel tubing in three sections for telescoping. Stand is adjustable from 3½ feet to 7 feet in height. Total weight, 22 pounds.

Price Complete

$85.00

or $7.50 a month for 1 year

The cost is reasonable and you get more for your money

We have sold a very large number of the H & K Baby Arc Spotlights, and we recommend this model as one of the most satisfactory auxiliary lights to install for all classes of work.

The same spotlight, for Mazda Lamps, can be supplied for $45.00 and in terms of monthly payment.

Those photographers who make a practice of photographing people on the street and then handing out a card which states that prints will be mailed on receipt of a quarter or so, are known as "walkies" in England, where the method is very common. One of these was recently in a London court, charged with obstructing traffic, and in giving evidence stated naively that he only photographed the passers-by who smiled, as it did not pay to take those who looked sour. Psychology in its fundamentals!

←❖→

"If every man, woman and child in Rochester, New York, toured the many attractions of the vacation land centered by San Francisco, they would not quite equal the number of visitors who came by automobile," John Cuddy, managing director of Californians Inc., reports.

Conestoga Clear Vision Field Glass

(Made in U. S. A.)

6" long when closed—8¼" long when opened

•

LENS SHIELD AND VISOR. Lenses are protected and kept clean, when glasses are not in use, by a steel shield, lined with felt and covered with imitation pig-grain leather. Springs into place at a touch. This also forms a VISOR, or sunshade, when using the glass, by slipping it into position on top of the glasses.

To protect old-style glasses when not in use, they must be closed and put into the case. When taken out, the focus must be reset. With the Conestoga Clear Vision Field Glass, just slip the lens-shield in place over the lenses, without changing the focus, and they are safe from harm, *outside the case.*

CLEARNESS AND DEPTH OF VISION—Lenses are ground from special optical glass, in such a way that the largest possible magnification and field of vision are secured, consistent with sharpness and clearness. There is no "fuzziness" or "rainbow" effect. Greater magnification would be useless at the sacrifice of clearness, sharpness and size of field. Great depth of vision makes it possible to see clearly objects at nearby and far-away distances without refocusing. Lenses mounted in rubber gaskets make lens-openings moisture-proof and dust-proof and cushion lenses against shock.

PRICE—Complete with case.....**$5.00**

(Dealer's prices quoted on request)

Tiffany Vignetting Powder

A negative with blocked up shadows will produce an unattractive picture. Tiffany Vignetting Powder is applied to back of negative, on the shadows or transparent parts of the negative, to hold back the light of your printer, to bring out the detail that would otherwise be lacking.

Apply with cotton on the end of your finger. You have absolute control of the degree to which you build up the shadows. Easily removed with alcohol.

In modern studios, there will be a package of Tiffany Vignetting Powder for each printer. Supplied in two shades:

No. 1 Indian Red (dark)
No. 2 Venitian Red (light)

Per Ounce 50 cents.

Order Today from HIRSCH & KAYE

Bargain Lenses

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
130B	Barre Portrait	F.5	6″	no	$21.00	$12.50
130C	Barre Portrait	F.5	7″	no	29.00	14.00
124K	Versar	F.6	6½″	Regno	35.00	17.50
82H	Tessar I C	F4.5	15-19/32″	no	274.00	150.00
84G	Radar Anastigmat	F.4	7¼″	no	64.50	48.00
1C	Radar Anastigmat	F4.5	7½″	no	64.50	48.50
132D	Seroco	F6.8	7″	Double Valve	25.00	9.00
58K	Cooke Portrait IIA	F3.5	10″	no	207.00	150.00
64B	Emil Wide Angle	F.12	4½″	no	45.00	19.00
126I	Velostigmat IIIA	F12.5	5⅜″	no	46.00	19.00
92F	Darlot Portrait	F.5	11½″	no	48.00	29.00
90F	Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
190I	Vitax	F3.8	16″	Studio	186.00	95.00
72E	Wollensak Portrait	F.5	15″	no	72.00	39.00
80A	Gundlach Portrait	F.4	14″	no	100.00	42.00
74C	Goerz Dagor	F6.8	4⅛″	no	37.50	25.00
102A	Kodak Anastigmat	F4.5	8½″	no	62.50	42.50
100D	Dall 3A	F.4	16″	no	221.00	79.00
136J	Heliar	F4.5	4¾″	Compound	66.00	21.00
138C	R. R. Cour	F.8	8″	Antex	20.00	9.00
138E	Zeiss Tessar	F4.5	8¼″	Compound	118.00	76.00
138F	Kodak Anas	F4.5	12″	Compound	150.00	115.00
102G	B. L. W. A. Protar	F12.5	6¼″	no	38.50	16.00
102J	Goerz D Anas	F.5	9½″	no	90.50	32.50
102I	Zeiss Protar	F.18	5¼″	no	42.50	27.00
104A	Cook Cine	F1.8	1″	no	60.00	35.00
104C	Xenar	F4.5	8¼″	no	67.00	39.00
138I	B. L. Ser VIII A	F6.3	11⅜″	Compound	114.40	67.50
140F	I C Tessar	F4.5	11¾″	Compound	206.00	59.00
104J	Kodak	F4.5	7½″	no	50.00	27.00
140C	Kodak Anas	F6.3	8¼″	Acme	38.50	24.00
106A	Ilex Paragon	F4.5	12″	no	130.00	89.00
104J	Kodak Anas	F4.5	7½″	no	50.00	27.00
140G	Goerz Dagor	F6.8	7″	Regno	65.00	32.00
140H	Goerz Dagor	F6.8	10¾″	Betax	150.00	77.00
140J	Goerz Dagor	F6.8	10¾″	Optimo	150.00	57.50
106C	Velos Ser II	F4.5	6	no	42.00	24.00
106E	Photoplastic	F4.5	10½″	no	54.00	35.00

Bargains for the Photographer

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter A complete outfit for **$260.00**

12 inch Exhaust Fan, Emerson made, 8 blades, mounted in ring.

Bargain for **$12.50**

8x10 R.B. Enlarging Camera

Bargain Price **$13.50**

TISSUE ENCLOSURES

These are transparent tissue enclosures, without flap and designed like negative preservers. Size 7¼x10.

Bargain Price

40 cents a hundred
$1.50 for 500
2.50 for 1000

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
1—14 gal.	8 in.	9½ in.	42 in.	**$24.00**
4—18 gal.	10½ in.	9½ in.	42 in.	**27.50**
5—24 gal.	14 in.	9½ in.	42 in.	**33.00**
4—29 gal.	17 in.	9½ in	42 in.	**38.50**

Terms if desired

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price ..... **20 cents each**

Background 8x8 feet with 7-foot oil painted extension. Design No. 1255.

Bargain Price **$12.00**

INGENTO PRINT WASHER

Horizontal whirling type—24 inch diameter. Good condition.

Bargain Price **$4.95**

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**
(Can be purchased on terms.)

REFLECTORS, Large Size

We offer a limited number of lighting reflectors, 5 inches deep and 16 inches diameter. The inside is finished in satin aluminum, the outside cream enamel. They are designed for 200 watt S-30 lamps, to be attached to ordinary socket. Also suitable for No. 75 flash bulbs.

Bargain price ..... **$4.50 each**

STEEL ENAMEL TRAYS

We have a limited number of second quality trays available at special price. With reasonable care these trays will render about normal service.

16x20 ..... **$3.25**

4x5 Hammer Press Plates. H&D rating 1400. Plates are about a year old, but are believed to be in good condition.

Bargain Price ..... **35c dozen**

COMBINATION TRIPODS

Number 3½

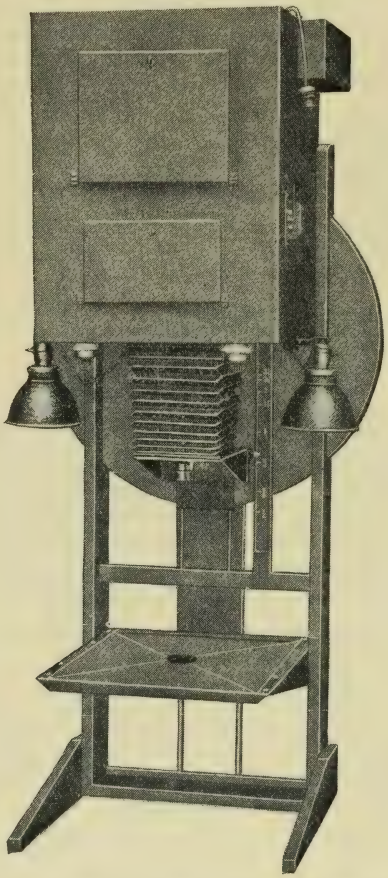
Length closed ..... 22½ inches
Length opened ..... 55 inches
Weight ..... 4 pounds
Diameter of head ..... 5¼ inches

These are new tripods

Bargain Price **$4.85**

Bargains for the Photographer

BORDERTINTING PROJECTION PRINTER



Print the Picture and tint the border in one operation.

Bordertinting Projection Printers are the only self-focusing printers that will enlarge, reduce, copy and make lantern slides without disengaging any parts. Simply turn the disc to size of picture or negative required, ranging in size from the smallest reduction to the greatest enlargement. The image is always sharp. Fitted with high grade Anastigmat F4.5 Lens. Outside dimensions 24x30x68 inches, makes prints or negatives ranging in size from 4x5 to 18x22 from 8x10 negatives or prints.

The printing illumination is one Cooper Hewett M-Tube. The Printer is wired and fitted for this outfit only.

Ready to operate as soon as lamps are attached.

Bargain price
With Cooper Hewitt M Tube
$69.50
Terms if desired

Korona Folding Stand No. 1. An excellent home portrait tripod.
Bargain Price $9.50

F & S Collapsible Stand. Suggested for the home portrait worker.
Bargain Price $8.85

Ansco Memo Enlarger
Bargain Price $25.00

Surestick Paste. Somewhat dried in the jar, but can readily be reconditioned with water.
½ pint jars ..... 20 cents

Century Imperial outfit, complete with Gundlach A 11x14 lens in shutter and ten 5x7 film holders.

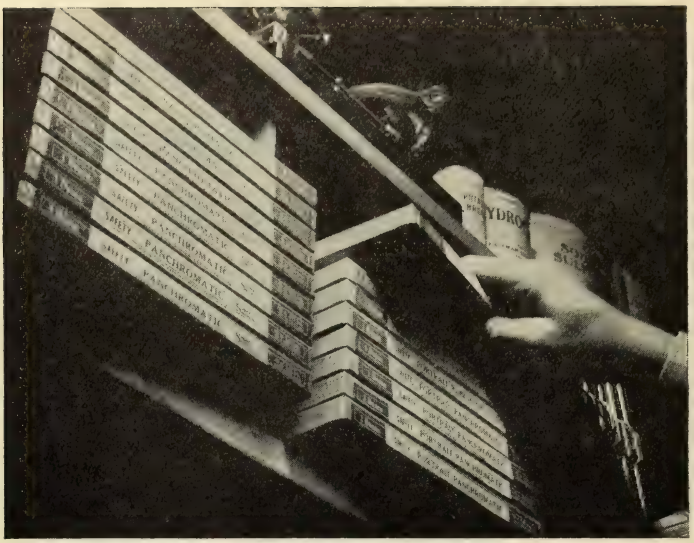
This is the most modern of all studio outfits, and is offered at a greatly reduced price which will gladly be submitted on request.

Brunner Glossy Print Dryer, Table Model. As good as new, having been used only for floor demonstration. Complete with motor and ready to run.
Bargain Price $185.00

5x7 Cut Film Holders. A rather limited number of 5x7 cut film holders are available. They will fit any camera in which you would use Eastman holders, and while they last, we offer them at bargain price of **$1.80** each.

ILEX SPECIAL LENS

In auto shutter. An excellent 6½-inch lens, F6-8 for Elwood Enlargers.
Bargain Price $15.00



QUALITIES THAT PROMOTE *SALES*

THE photographer who puts life and character and expression into his portraits finds the speed of Super-sensitive and Portrait Panchromatic Films his greatest ally. And matching their speed are all the essential portrait qualities—gradation that gives the finest rendering of light and shade—color sensitivity which correctly reproduces flesh tones and eliminates much of the roughness of proofs.

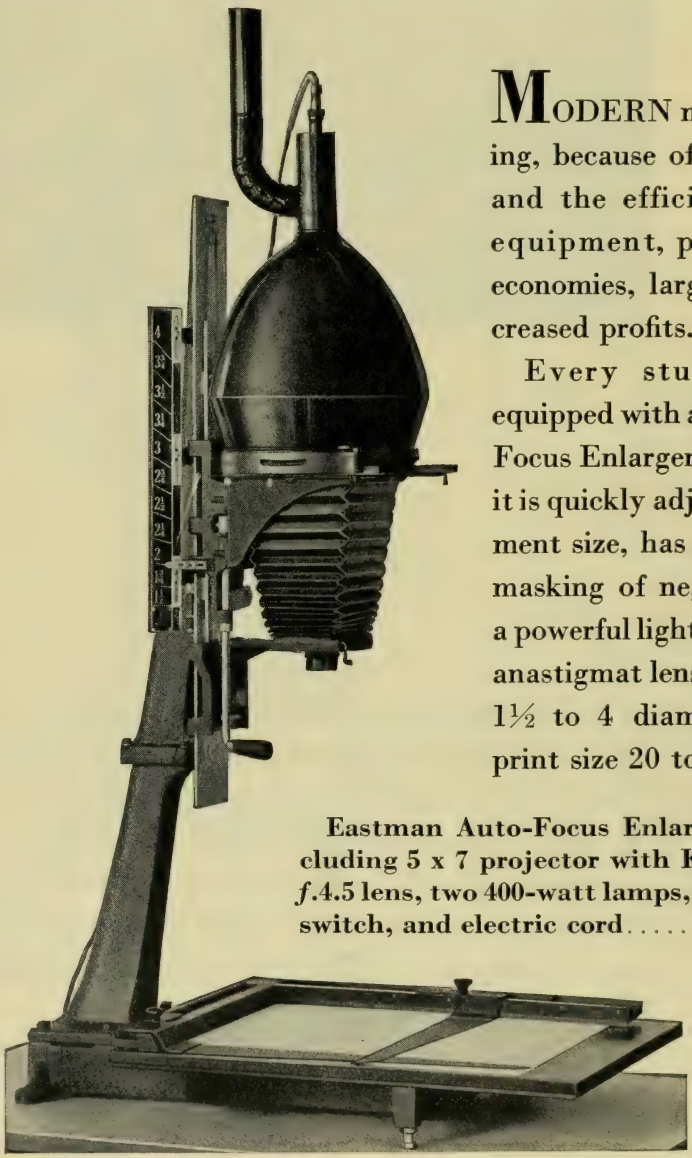
Use these modern materials and promote your sales. Eastman Kodak Company, Rochester, N. Y.

EASTMAN

NRA CODE

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS

Modern Equipment Essential To Business Success



MODERN methods of enlarging, because of their simplicity, and the efficiency of modern equipment, produce greater economies, larger sales, and increased profits.

Every studio should be equipped with an Eastman Auto-Focus Enlarger. Always in focus, it is quickly adjusted for enlargement size, has devices for rapid masking of negative and print, a powerful light, and an excellent anastigmat lens. It enlarges from 1½ to 4 diameters—maximum print size 20 to 28 inches.

Eastman Auto-Focus Enlarger, complete, including 5 x 7 projector with Kodak Anastigmat *f*.4.5 lens, two 400-watt lamps, paper holder, foot switch, and electric cord.....$200

NRA CODE

EASTMAN KODAK COMPANY, *Rochester, N. Y.*

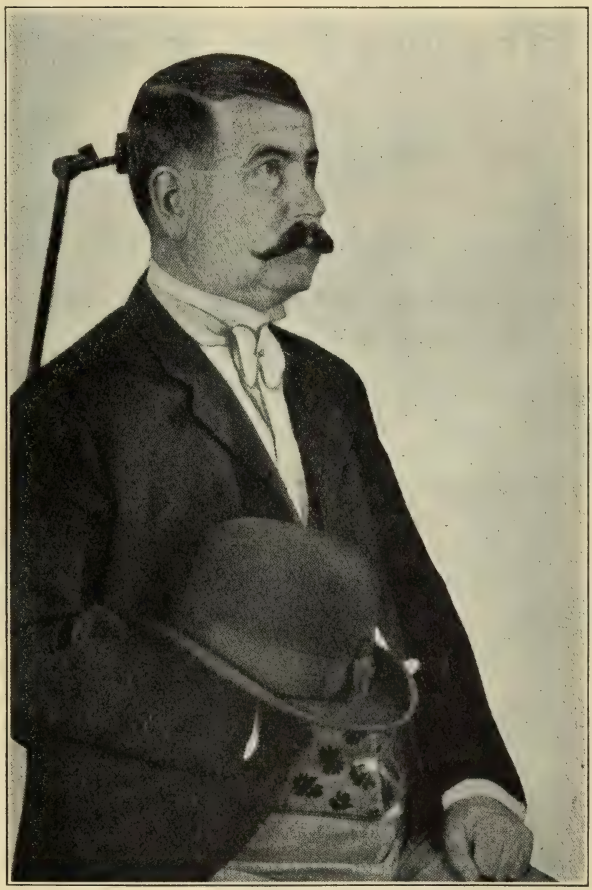
SPECIAL COLLECTIONS

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. IX NO. 10 OCTOBER, 1934 No. 10



Published by

HIRSCH & KAYE

SAN FRANCISCO

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Defender

PENTAGON

The Five Feature Film

1. Disappearing color-layer for prevention of halation.
2. Fine-grain retouching back.
3. High sensitivity to all colors except red—handles in ordinary red safelight.
4. Brilliant scale of gradation with daylight or electric light.
5. Great Latitude.

For description of this newest Defender product and of the other popular Defender Film items, write for booklet—*Film*.

●

DEFENDER
Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Photo Supply House in the West

VOL. X | OCTOBER, 1934 | No. 10

INTRODUCING—



HERMAN C. SIEVERS,
Vice-President, Eastman Kodak Co.

Because matters of this kind are of interest to readers of "The Focus," we tell you about some recent important changes in the staff of the Eastman Kodak Company.

Herman C. Sievers, general sales manager, has been appointed vice-president in charge of sales and advertising.

Mr. Sievers was born in Minnesota and joined the Eastman organization in 1902 at a time when the Kodak Company purchased a photographic stockhouse operating in St. Paul, Minneapolis, Duluth and Sioux City. At that time Mr. Sievers was manager of the Sioux City branch. On his graduation from a business college in Minneapolis, he had connected with this firm, and at the time of purchase had seven years of experience to his credit.

In 1903 he was transferred to Omaha, Nebraska, to manage a newly acquired stockhouse, and the following year became manager of the Eastman stockhouse in Chicago. In 1925 he was placed in charge of all the Eastman Kodak Stores in the United States and Canada, and in 1929 moved his headquarters from Chicago to Rochester. He became general sales manager in 1932. Mr. Sievers is fond of athletics, and participated in athletic events at the 1893 World's Fair in Chicago.

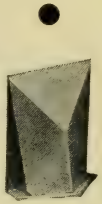
←❖→

DR. C. E. KENNETH MEES

Dr. Mees, formerly director of research and development, is now vice-president in charge of the same department. Dr. Mees was born in England and was educated at the Kingswood School, Harrogate College and St. Dunstan's College and the University of London. The latter university awarded him a degree of Doctor of Science, and he holds a similar honorary degree bestowed by the University of Rochester.

After doing important photographic experimental work in London, Dr. Mees entered the photographic industry through the firm of Wratten & Wainwright as managing director. When the Eastman Kodak Company acquired that firm in 1912, he came to Rochester as director of the research laboratories. He has been a member of the company's Board of Directors since 1923, and is an outstanding personality in photographic research.



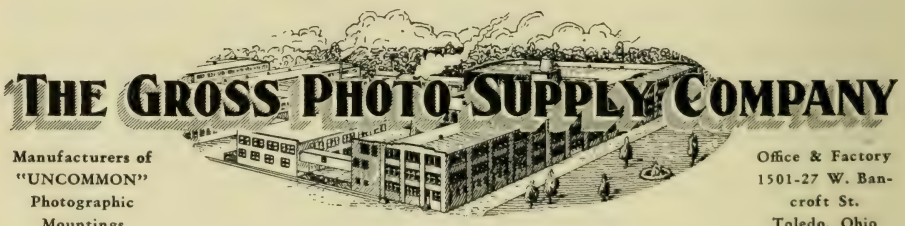


The Eternal Hunger

● The one thing women can't get enough of is style. That inherent hunger for the beautiful, varying from season to season however little, is a constant feeder to business and industry. It is the incentive of youth and the admiration of age. We just can't do without it.

Style effectiveness has always been a marked quality in Gross mount designs. Here the creative impulse for new adventures in mount mode has been held within the confines of good taste and decorum.

There is a smartness, a youthfulness, a harmony and, withal, a common-sense-ness in Gross mounts which the customer appreciates without the need of sales pressure.



Manufacturers of "UNCOMMON" Photographic Mountings

Office & Factory
1501-27 W. Bancroft St.
Toledo, Ohio

Distributors

HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO, CALIF.

Code Finally Transferred to NRA Division 2

AFTER it had been thought that the Code for photography was to be transferred to Division 7 of the NRA, in which Division are handled the various Graphic Arts Codes, certain difficulties arose which caused it to be sent back again to Division 5, the Service Codes Division. However, it went back with specific instructions that it was to remain in force and that immediate action was to be taken with regard to approval of the budget and by-laws, as well as numerous other items requiring action by NRA.

It then transpired that certain provisions of the Code were not in accordance with provisions of other Service Codes and because (as we understand it) the Codes in a particular Division must not clash, the Code was transferred with almost startling suddenness to Division 2 of NRA. This includes most of the machinery and manufacturing Codes, among them that of the photographic manufacturers. Although it still seems that the Code should be in the Graphic Arts Division, the main point is that photography definitely removed from the Service Codes and the long-awaited action is under way.

The Deputy Administrator now in charge of the Code is Dr. W. LL. Schurz. His assistants, assigned to work on the Code, are Charles H. Dickerman and a Mr. Lore. Allen Coe, legal advisor on the Code while it was in Division 5, continues in the same capacity. Reports from Washington are that the Code is in sympathetic hands and that the new Deputy and his assistants are willing and anxious to give us every co-operation. "Intelligent, co-operative and likeable" is the description we get of these gentlemen, which is certainly cheering news.

←⁂→

New Defender Paper

PHOTO finishers will be especially interested in the announcement that Apex single weight paper will be available in Silk surface in grades 11, 22, 33 and 44. Apex Silk is already well known, for in the double weight grade has been used by portrait and commercial photographers with great success. The single weight silk surface will enable photo finishers to offer something distinctive. We understand that a special coating is now in preparation, and delivery will be limited to packages of five hundred sheets such as photo finishers use.

We suggest you order a package in your most popular size and grade of contrast in order to give the paper a trial, and be prepared to handle pictures after your samples are shown to the public. The price of single weight Apex Silk will be 20% above the price of the ordinary single weight surface. Place your order now.

←⁂→

Young men will find that older men, when courtesy is shown, will go out of their way to do them a kindness and help them to business success.

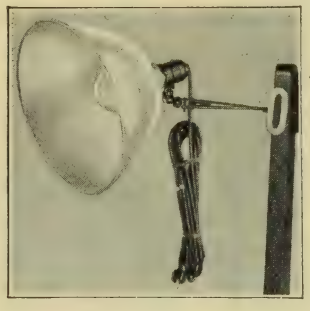
←⁂→

Ordinarily few women customers call at retail lumber yards. A Western dealer induced feminine prospects personally to inspect his stock of lawn furniture, cabinets, etc., by mailing each a single gardening glove, accompanied by a note saying that the mate could be had at the yard. An idea?

←⁂→

Drudgery is as necessary to call out the treasures of the mind as harrowing and planting those of the earth.—*Margaret Fuller.*

Photoflood Reflectors



VICTOR CLAMP-ON UNIT

A compact, convenient unit consisting of a Victor Photoflood Reflector of Satin finish and 10 inches in diameter. This is mounted on a push switch socket and cord to which is attached a friction swivel to permit reflector to be turned in any position. A rubber-covered spring clamp is part of the outfit and will securely hold the reflector to any convenient support.

Price, Without Photoflood Lamp.....$1.75
Victor Reflector only..... .85
G.E. Photoflood bulb..... .25

●

VICTOR SINGLE COMBINATION PHOTOFLOOD UNIT

Lighting Unit May Be Either Supported on the Standard, or Used as a Clamp-on Unit

This outfit is similar to the Clamp-on unit, but is supplied with a 4-section nickeled telescopic metal stand that can be extended to 7¾ feet. The top section is jointed and may be used as a 20″ handle for the reflector.

Price, Without Photoflood Lamp.....$4.00



●

VICTOR TWIN COMBINATION PHOTOFLOOD UNIT

A More Powerful and Still More Flexible Light

Provides Two Lights on Standard—
Or One on Standard and One Clamp-on Unit—
Or Two Clamp-on Units.

Price, Without Photoflood Lamps.....$5.75

●

Write for leaflets and suggestions about lighting equipment for amateur or professional use

Caution

AS THE busy season approaches, it will be well to remind our readers that the Post Office Department does not deliver letters to us on Saturdays after 12 o'clock. We mention this because if you send an order to us on Friday night, it is more than likely that it will not be received in our office until Monday morning. Do not wait until the last minute, but place your order as early in the week as is possible. A difference of a few hours in the time of mailing your letter may mean two days difference in the arrival of the goods.

←❋→

Thermometer for Kodak Dry Mounting Press

Kodak Dry Mounting Presses now coming from the factory are equipped with a special thermometer which is also sold separately as an accessory for earlier models. The thermometer is easily attached to the platen, and helps maintain the correct temperature for best dry mounting results. Eastman Thermometer for Kodak Dry Mounting Press sells at $3.

←❋→

We Believe in Signs

Out-of-town visitors will be able to readily identify our building, because of the installation of an attractive Neon sign announcing the firm's name. This sign is installed at right angles to the sidewalk, so that it may be seen from any position on Grant Avenue, several blocks in either direction. When in the vicinity of Post Street and Grant Avenue, look for the Hirsch & Kaye sign of blue and gold, appropriate colors for a Western institution.

←❋→

To prevent depression we must curb prosperity, but the public would not stand for that.

They Believe in Signs

IN THE June issue of "The Focus," we told you of the largest mural enlargement ever made, an achievement of the Kauffman & Fabry Company in Chicago. Now we learn of another achievement, and that is an especially designed and equipped camera to enable them to do justice to the many opportunities created in photographing large electric signs, as used on buildings.

To handle orders of this kind, Kauffman & Fabry have perfected a special camera which is installed on top of one of their trucks. The lens has a focal length of 52 inches and is so constructed that even at a considerable distance a very large image can be obtained without distortion. It has the effect of bringing the sign to the front of the camera.

←❋→

Three-Dimension Films Perfected

LYON France.—Louis Lumiere, a pioneer in the development of the motion picture celebrated his seventieth birthday October 5 by announcing the perfection of three-dimension movies to the French Academy of Science.

Lumiere has designed a colored screen that he says eliminates the eye fatgue hitherto encountered in three-dimension pictures. Images appear in black and white, however, on the screen and are made by the stereopticon method—that is, the movies are taken with two cameras that duplicate the action of human eyes.

The colored screen resembles a rainbow and reduces the glare of white screens.—*S. F. Chronicle.*

←❋→

The late arrival of THE FOCUS this month is due to the State election. Apparently, the election has created urgent business for the printing industry.

Price Reduction on Popular Sizes of Kodak Panatomic Film and Kodak "SS" Pan Film

THE following list price reductions are effective. No announcement to the public will be made until ads appear in the November issues of the amateur photographic magazines. This will give dealers an opportunity to move present stocks without incurring a reduced profit.

Increasing demand for Kodak Panatomic Film and Kodak "SS" Pan Film has stepped up the production of these popular selling sizes with a consequent reduction in unit cost. This saving is being passed along immediately to increase still further your sales of these superior films.

Kodak Panatomic Film and Kodak "SS" Panchromatic Film rolls of all sizes, supplied in the United States, will not be packed in sealed lead tubes. Manufacturing improvements, as ample experience has indicated, make such packing unnecessary.

The new list prices follow:

Kodak "SS" Pan Film—Rolls	Kodak Panatomic Film—Rolls	Picture Size In Inches	No. of Exposures	List Price Per Roll
SS129	.....	2x3	6	$.35
SS127	F127	1⅝x2½	8	.35
SS117	F117	2¼x2¼	6	.30
SS120	F120	2¼x3¼	8	.35
SS620	F620	2¼x3¼	8	.35
SS116	F116	2½x4¼	8	.40
SS616	F616	2½x4¼	8	.40
Film Pack				*Per Pack*
SS520	.....	2¼x3¼	12	.70

Kodak Panatomic Film Packs

The following Panatomic film packs will be listed regularly:

No.	Inches	Centimeters	List Per Pack
F500	1¾x2⅜	4.5x6	$.55
F520	2¼x3¼	6x9	.70

Eastman Prepared Developer Powders

PHOTO finishers will be interested in the introduction of a line of developing powders for professional use which will simplify the preparation of film and paper solutions. The powders are made from Eastman Tested Chemicals, are accurately compounded and are always fresh. The use of these powders saves time, avoids waste and assures correctly balanced developers. Order from your regular source of supply.

Powders to make	*1 Quart*	*½ Gal.*	*1 Gal.*	*5 Gals.*	*10 Gals.*
Formula D-72	$ .25	$ .35	$ .60	$2.50	----
Formula D-73	----	----	.70	2.50	----
Formula D-75	----	----	----	----	$1.75
Formula D-75A	----	----	----	2.50	----
Formula D-75B	----	----	----	----	3.15
Formula D-76	.25	.35	.60	----	----
Kodalk Formula DK-50	----	----	----	----	2.15
Kodalk Formula DK-50R	----	----	----	2.50	----
Kodalk Formula DK-60	----	----	----	----	2.50

In stock at HIRSCH & KAYE

Your logical source of supply

Defender Adlux

A NEW product of the Defender Photo Supply Company is announced. It is an unique product in that it consists of a diffused ground safety base film coated with Velour Black Emulsion on both sides. The film has an opalescent and transparent appearance and is excellent for transparencies in natural color, tone or colored. At present Adlux is supplied in rolls 20 inches wide in any length at price of 75 cents a linear foot. Workers in transparencies should look into this new product, for it will serve a useful purpose in many ways.

←❖→

ADLUX
(Velour Black Emulsion)
PRICE LIST

Size	*Dozens*
5x7	$ 1.25
8x10	2.85
11x14	5.50
14x17	8.50
16x20	11.45
20x24	17.15

Rolls: $1.50 per Running Foot (List)
For Gross List Multiply Dozen List by eleven.

Order from HIRSCH & KAYE

←❖→

Jack Powell Free Line Etching Screen

IT IS now possible to produce photographs which have all the characteristics of an etching. The Jack Powell Screen used with any enlarger will give you a most unique effect. Photographers have wanted something to give their pictures the appearance of something different, and because the entire holiday season is before you, we suggest that you make some sample prints with this screen and display them in your case. Complete instructions are enclosed with every screen, and if you are interested, we will gladly send a photographic reproduction to show you the effect.

PRICES

4x5	$ 7.50
5x7	8.50
8x10	12.50
11x14	15.00

Order today from HIRSCH & KAYE

←❖→

Flashed Opal Glass

BECAUSE flashed opal glass is used in various ways, we now offer two grades of flashed opal glass. If you prefer a really selected quality of hand-picked glass, please specify "slected glass," otherwise we will furnish the ordinary glass. You will notice that the glass is available in size as large as 20x24 inches and can be cut to any size.

FLASHED OPAL GLASS

	Ordinary	*Selected*
7x7	.50	1.00
8x10	.60	1.20
10x12	.70	1.40
11x14	1.20	2.40
14x14	1.60	3.20
14x17	1.80	3.60
16x20	2.40	4.80
18x22	3.00	6.00
20x24	3.60	7.20

←❖→

Caution

Users of Velour Black *Canvas* are cautioned against mounting the prints on stretchers such as are used for the conventional oil paintings. Prints should be firmly and solidly mounted on heavy cardboard or compoboard. This is to prevent expansion and contraction under alternating conditions of humidity and dryness.



Now in stock at
HIRSCH & KAYE

Toning and Staining Prints

WHEN using toners the image of the print only is affected and thus the white portions remain white. In the case of stains, however, these are dyes and act evenly on the whole of the print, so that the whites do not remain white. Used together, the print should first be toned and then the stain applied. When using a combination of toners it is only necessary to paint over that portion of the print which is not required to be toned with a spirit or masking varnish—as used by aerograph workers—whilst the remainder is being toned. After toning, this portion of the print is then treated with varnish and the remaining untoned portion toned. The varnish is easily removed by the use of a piece cotton wool soaked in spirit.

Burroughs and Wellcome toners and stains are especially effective on greeting cards.

"Tabloid" Brand Toners

For Bromide and Gaslight Prints or Lantern Slides

BLUE TONER	70
GREEN TONER	70
SEPIA TONER	70
BROWN TONER	70
COPPER FERROCYANIDE TONING COMPOUND	50

"Soloid" Brand Photographic Stains

PHOTO STAIN (Green)	For Coloring Bromide prints, Lantern slides, etc.	35
PHOTO STAIN (Red)		35
PHOTO STAIN (Yellow)		35

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Crayons - Water Colors - Oil Painting
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By expert of years
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MAIL ORDERS SOLICITED
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495 - 27th Avenue San Francisco
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In Town of
13,000 in New Mexico

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A. K. DILDILIAN

Artist - Retoucher

339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

SOLD...

FOR 25 YEARS WITHOUT A COMPLAINT

BARS-TONE

GOLD & PLATINUM TONER

$1.00 PACKAGE MAKES A FULL GALLON

Made by the Originators and Sole Manufacturers of

ART CANVAS GENUINE CANVAS FOR ENLARGING

Barnum Photographic Products Co.
CINCINNATI, OHIO


R. E. Derby


N. G. Siller


Wm. Wolpp


H. L. Bush


K. G. Charlesworth

Our Salesmen Tell Us

Photographs and oranges are a good combination says **Peter Richter,** of Orland, who, with his wife, was a recent visitor in San Francisco. Mr. Richter makes good pictures, and grows fine oranges (and lots of them) so he ought to know.

♣ ♣

A car owned by **John Rummel,** Lodi photographer, and parked on a street in Lodi, was damaged in a crash, which resulted in two people being booked by the Police for reckless driving. The two men who caused the crash attempted to flee, but were captured by bystanders and held for the arrival of the police.

♣ ♣

Norman Cooke has repurchased the studio he previously sold to Hyland & Peterson in Tulare.

♣ ♣

A daughter, Violet Jean, arrived at the home of Mr and Mrs. **R. H. Sargent** at Anderson, California.

♣ ♣

Mr. C. D. Gallagher, formerly located in Ely, Nevada, and more recently in San Francisco, has decided to re-enter the studio business in his former town. Thoroughly familiar with conditions as the result of former experience, Mr. Gallagher feels confident that future prospects in the Silver State are bright.

♣ ♣

A number of West Coast photographers were fortunate in having been visited by **Mr. F. J. Fugent,** representing the Taprell-Loomis Company. Mr. Fugent brings to the West Coast the benefit of factory experience and contact with photographers throughout the United States, and we can learn more from him in a few moments than in any other way. He spent a number of days in the immediate Bay area, while on his tour of the country.

♣ ♣

W. G. Connell, Dinuba photographer, recently celebrated his 72nd birthday. At least, he tells us it was his 72nd, but that's hard to believe. Our own guess would be low by at least ten years.



H. Fazakerly



Bon Ward



Fred Sass



Harry Reif



J. B. Bogue

Our Salesmen Tell Us

If **Mr. Charlesworth** has been calling on you with a smile, it is not entirely due to his uniformly good nature. He was recently given a car to provide him with better transportation and especially to enable him to show local photographers the various styles of mountings now in stock. He is as pleased with his new possession as any one can be, for he appreciates the opportunity to call in a more practical and helpful manner.

♣ ♣

Mrs. May Ward of the Ward Studio, Visalia, has returned from an extended visit through eastern states, which icluded Texas and Indiana.

♣ ♣

Edward Weston, well known portrait photographer of Carmel, was recently asked to make some pictures of a violinist who played in a famous string quartet. When the matter of cost of pictures was up for discussion, Mr. Weston suggested an exchange of service. He is a lover of Bach, and the violinist agreed to a private concert in exchange for the pictures. We understand the concert was of three hours' duration.

Harold J. McCurry, Sacramento photographer and Postmaster, has been appointed a vice-president of the Bank of America at Sacramento.

♣ ♣

Daniel J. Foley, pioneer Yosemite photographer, died at Yosemite on the first of October. At one time Mr. Foley was a news correspondent, and was given the difficult assignment of covering Theodore Roosevelt's visit to Yosemite Valley in 1903. He was among the oldest of all photographers.

♣ ♣

The firm of **Webster & Stevens,** commercial photographers in Seattle, advertises that they take anything—any time—any where. Recently a man wrote to them to ask if they had a picture of lightning flashes of a storm, which took place at a given time. The letter which naturally required an answer was also sent with postage due. It's a good thing the inquiry was not telegraphed.

♣ ♣

H. B. Lovett has taken over the former Hanson Studio at 214 South San Joaquin Street, Stockton. Mr. Lovett has been active in Bay region photography for twenty or more years.

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard,
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

Parallax

IN CLOSE-UP photography, unless a camera of the Graflex type is used, it is important that hand cameras be pointed at the object with due regard to parallax. Parallax is the displacement of both the optical axis of the view finder and camera lens. Failure to recognize parallax will result in a person's head being partly cut off in the picture, or some similar unsatisfactory result.

Suppose that we look out of a window and see beyond the window-bar a house across the street. When we close our left eye, the window-bar evidently appears to the left of a certain point, says a chimney. As we open our left eye and close the right, the window-bar seems to jump over to the right side of this point (chimney). This apparent change in position of an object, when viewed from a different standpoint, is called parallax. If we move back a few feet and try the experiment over again, the window-bar will move about half the distance it did before, and the distance will become less, the farther we step back.

The same phenomenon also applies to the "eyes of our camera," viz: the view finder and the lens, and we readily understand that as long as pictures are to be taken, which are at a greater distance from the camera than 15 feet and up to infinity, the parallax can be entirely neglected, as both the optical axis practically "meet at infinity." Consequently, the parallax is of no influence whatsoever to the picture on the film, i.e., the field is the same as that covered by the direct view finder. However, at closer distances (from 15 feet and less) the parallax has to be considered and the necessary adjustment must be made, which is easily accomplished by tilting the camera. As the displacement of view finder and lens is a vertical as well as a horizontal one, and furthermore, because of the fact that, when taking close-up pictures the field of view is reduced, care must be exercised to make a proper allowance in BOTH directions.

Complete Course of Instructions in

Painting Photographs On Canvas

Compiled and Conducted by

AVENIR LE HEART

Author of Several Publications on Color and Photo Coloring.

The latest word in color work is painting photographs that are printed on canvas with brushes and opaque paints. The color artist who is prepared to deliver such work will find unlimited opportunities in connection with the better class Photographic Studios, Art Stores, or personal contact with people. Photographic prints painted on canvas in heavy brush strokes resemble genuine paintings so much that they defy detection. The course of instructions in painting on canvas is comprised of ten lessons—five lessons on painting landscapes and five lessons on painting portraits. Each lesson in a most descriptive manner treats a different characteristic study of painting, beginning with flat wash style of color application and gradually rising to bold and expressive stroking of color. With each lesson a painting study — photograph printed on canvas—is furnished for the student to paint in accordance with the instructions of its respective lesson. The lesson studies are selected and rotated in such a way that the student upon completion of the course will learn various degrees and styles of painting on canvas.

The fee for the entire course is ten dollars. The price includes ten lessons, ten canvas studies, and service of extensive corrections and reviews. Enroll with Hirsch & Kaye.



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S-220



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S-254



S-266



S-256



Wollensak Velostigmat Series II f4.5

FOR BETTER PHOTOGRAPHS USE WOLLENSAK LENSES

There is only one formula for a good photograph—a photographer who knows his business and the right lens.

For over 30 years Wollensak, world-famous as lens *specialists,* has considered this problem of developing the finest possible lens for every phase of photography.

Wollensak has a lens for every purpose and in a wide range of prices. Every lens is guaranteed to be optically and technically correct. Write today for details of our try-before-you-buy plan which lets you prove our claims on your own camera.

Wollensak Optical Company
ROCHESTER, NEW YORK

Instruction Book for Photographers

"A Treatise on the Air Brush"

•

Here is a new publication written by Frazer and Stine of twenty chapters, forty lessons and 206 pages. The book is divided into three sections: The Air Brush and Its Uses; A Progressive Series of Lessons in the Use of the Air Brush; Coloring Photographs with the Air Brush. Large octavo, handsomely bound in red cloth and profusely illustrated this textbook should be a part of every photographer's permanent library. Send for a descriptive circular giving contents by chapters.

Priced, each, $2.50

Willo Printer

An ideal 5x7 printer at popular price

This printer features four adjustable masks made of strip brass, provided with lock nut to be set at any point. Both horizontal and vertical masks are adjustable. Illumination is supplied by bulbs placed in four sockets, thereby giving perfect diffusion. Bulbs of 25 watt size are suggested. There is also an additional socket for pilot light. Construction is of brass and maplewood.

Price $16.50

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

⊡

Distributed by

HIRSCH & KAYE

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

Conestoga Clear Vision Field Glass

(Made in U. S. A.)

6" long when closed—8¼" long when opened

LENS SHIELD AND VISOR. Lenses are protected and kept clean, when glasses are not in use, by a steel shield, lined with felt and covered with imitation pig-grain leather. Springs into place at a touch. This also forms a VISOR, or sunshade, when using the glass, by slipping it into position on top of the glasses.

To protect old-style glasses when not in use, they must be closed and put into the case. When taken out, the focus must be reset. With the Conestoga Clear Vision Field Glass, just slip the lens-shield in place over the lenses, without changing the focus, and they are safe from harm, *outside the case.*

CLEARNESS AND DEPTH OF VISION—Lenses are ground from special optical glass, in such a way that the largest possible magnification and field of vision are secured, consistent with sharpness and clearness. There is no "fuzziness" or "rainbow" effect. Greater magnification would be useless at the sacrifice of clearness, sharpness and size of field. Great depth of vision makes it possible to see clearly objects at nearby and far-away distances without refocusing. Lenses mounted in rubber gaskets make lens-openings moisture-proof and dust-proof and cushion lenses against shock.

PRICE—Complete with case..... **$5.00**

(Resale prices quoted on request)

Hobbies Mean Money from New Sources

MANY a man will spend more on his hobby than he will on his year's wardrobe. And hobbies are becoming more popular every year. In your neighborhood each year, hundreds and possibly thousands of dollars are being spent in the pursuit of avocations which have nothing to do with regular business. And much of this money is spent for quality merchandise which carries a good margin of profit.

If you run a hardware store, a sporting goods store, a drug store, a seed store, or nursery, or a general merchandise store, you should get acquainted with those whose hobbies are vegetable gardening, fine flower raising, hunting, marksmanship, bee keeping, expert photography, and similar activities. By catering to their needs you will make real friends, and they prove the best customers of all.

They Say—

IN the early part of this month, Mr. Bush called on a photographer in a nearby county, and noticed that the photographer seemed quite surprised to see him. Our representative then learned that the photographer had been told by a certain person, who also has photo supplies to offer, that Mr. Bush had been taken off the territory for economic reasons. This of course was entirely unknown to Mr. Bush and certainly to ourselves. Needless to state, it was an unwarranted and uncalled for statement, and is not the first of this kind that has been brought to our attention by our friends.

Actually, the territory assigned to our five outside men remains the same, subject to adjustment as the territory is developed. The mileage traveled shows no noticeable change from one year to another. You can rest assured that if any of our representatives are withdrawn from a territory, you will receive due notice, for matters pertaining to Hirsch & Kaye will be brought to your attention in an authentic and straightforward manner by Hirsch & Kaye.

←⁘→

Hydrochinone is affected by temperature more than any developing agent. It will be over-active in a warm solution; practically without vigor at 50° or lower.

Photo Flood Spot



The only efficient spot-light utilizing the inexpensive photo-flood bulb, Photo Flood-Spot provides a direct, concentrated, yet mellow illumination. Your light emphasis is placed just where you want it. Slight maneuvering of the focusing rod gives you a controlled beam of light.

Beautifully and substantially made, it has a 5" condensing lens; sturdy, folding tripod extending from 2½ to 7 feet; 10 feet of rubber covered cord and switch also included.

Price, less bulb.....$15.00

←⁘→

Equal portions of Acetic Acid 28% and Wood Alcohol mixed together make an excellent solution for cleaning glass. It cuts the grease and dirt instantly.

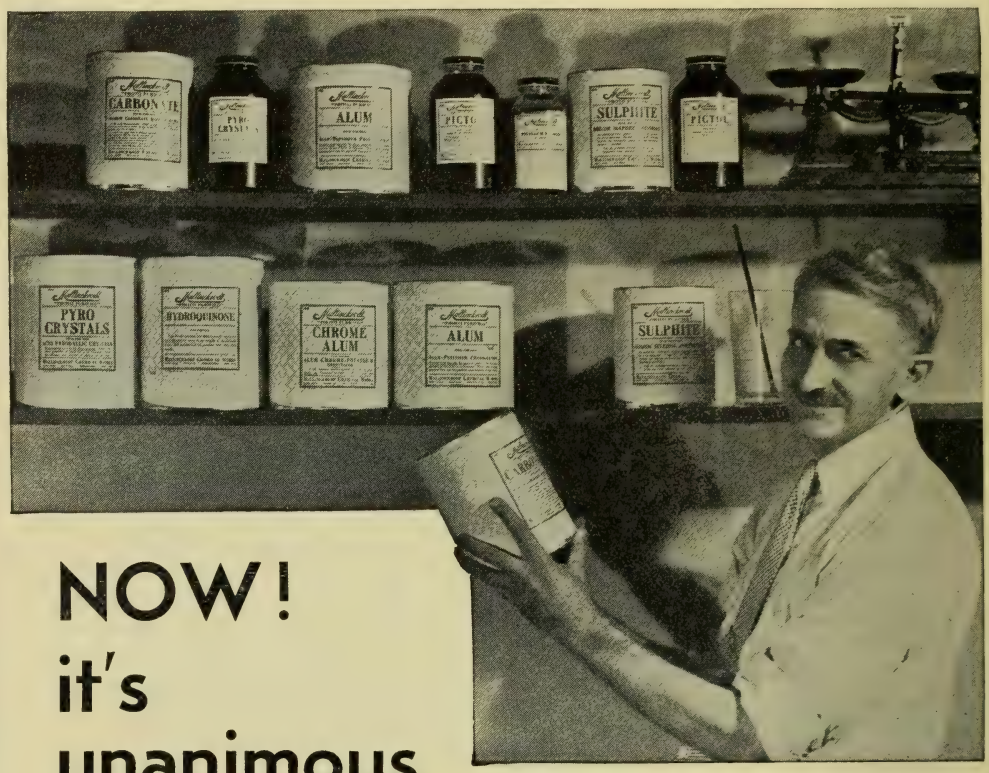
The Transparent Ruler

The TRANSPARENT RULER so simplifies your work that you will never again want to use the old style wooden ruler.

The Lines On It Cannot Be Erased, Rubbed Off, or Worn Off.

PRICES

1 in. x 6 in. 35c. Metric and Tenths
1 in. x 6 in. 25c.
1 in. x 12 in. 50c.
2 in. x 12 in. 75c.
2 in. x 18 in. $1.50. Linear, Pica and Tenths



NOW! it's unanimous

ALL Mallinckrodt

NOW HE USES only Mallinckrodt Photo-Purified Chemicals, made especially for photographic purposes, just as a cabinet maker uses tools made for his trade or as a surgeon uses only surgical instruments. If you were to go behind the scenes when you see an exceptionally fine photo, the chances are that you would find a shelf of Mallinckrodt Chemicals, backing up good photographic skill.

Mallinckrodt Photo-Purified Chemicals are perfected physically as well as chemically.

They have given faithful service in the broiling tropics. They have gone with Admiral Byrd to the Antarctic.

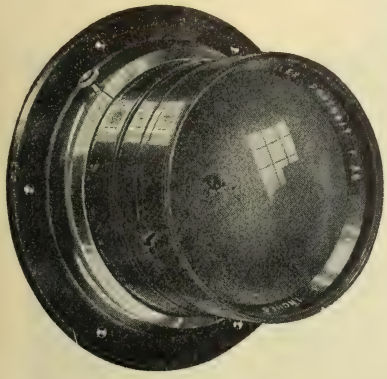
Mallinckrodt
CHEMICAL WORKS

Second and Mallinckrodt Sts. **St. Louis, Mo.**

"Makers of the most extensive line of Photo Purified Chemicals"

New York — Chicago — Philadelphia — Toronto — Montreal

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY **ROCHESTER, NEW YORK**



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

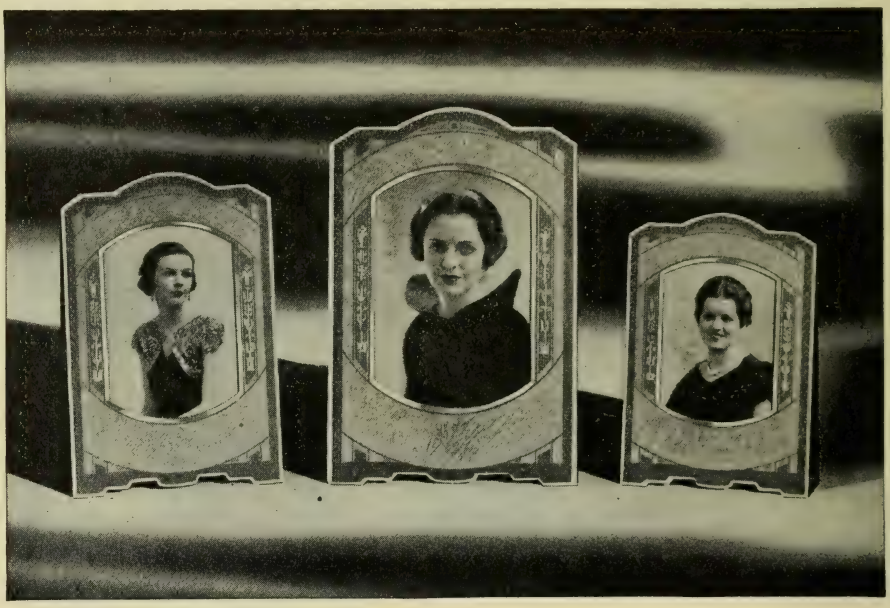
Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South **Rochester, N. Y.**

Korona Cameras and Turner-Reich Lens are Sold by

HIRSCH & KAYE

A NEW FALL STYLE
THAT WILL ATTRACT ATTENTION . . .



The CRESCENDO

The change in the presentation of your portraits in, for instance, the choice of a new mounter works wonders in attracting attention and adding persuasive buying appeal.

The CRESCENDO is a smart little easel—new and away from the ordinary. It will be the choice of the photographer who wants the public to know that he has a mount to suit every taste.

The beautiful Metallic Web stock—design in two colors—enhance the beauty of your portraits and invite their purchase.

Available in 3x4, 3½x5 and 4x6 sizes only. Greytone and Neutraltone.

You must see this mounter to appreciate the smartness, so send for this sample offer.

Sample of the 4x6 size, postpaid, for 10 cents.

SAMPLE OFFER F-6

It is not necessary to put in large quantities, but do not go on using the same mount year after year. The taste of the public is always and forever changing.

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

Seen our new Neon sign? For a while we couldn't make up our minds if it should be green or blue, because we wanted it to be read.

Speaking of signs, while I was on my vacation, I was at a place where there is a big precipice at a bend of the road. I said to a man they should put up a warning sign, but he said no, they had a sign up for 2 years and nothing happened so they took it down.

There was a man here from Taprell-Loomis with a new line of mounts. A Fugentive from the mount gang.

I've been reading about the forgotten man and I think I've got it doped out who he is.

He is the man who is always remembered by the politicians just before election, and forgotten after that.

Whenever I see a picture of a man making a political speech, I can't help thinking that some windmills run on water.

But wind at least keeps things in motion.

Some speech makers can talk all night. They bring their bunk with them.

Don't get mixed up in the spelling. Bologna is what you chew. The kind you swallow is baloney.

A fish wouldn't get hooked if he knew when to keep his mouth closed.

Americans are people who kick all week because a man gets big pay for running a business, and on Saturday pay to go in a stadium and cheer a man who gets the same pay for running a football team.

Every meeting of Congress is opened with prayer. The minister looks over Congress and prays for the country.

Farm relief—marrying the farmer's daughter.

I want to know more about farm relief.

JERRY.

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.



Made in the Following Popular Sizes

No. 2	5½ x 7½	*No. 8	10½ x 15
No. 3	6¾ x 8¼	No. 9	6¼ x 9¾
No. 4	7½ x 9½	*No. 10	7½ x 11⅝
*No. 5	8¾ x 10½	*No. 11	8½ x 11½
*No. 6	10¼ x 12⅜	*No. 12	13 x 17½
*No. 7	12¼ x 14½	No. 14	16 x 20¼

*Packed in cartons containing fifty.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

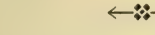
SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

Water Softener

IN SOME localities the water is harder than is desirable. Hard water makes it very difficult to produce a satisfactory lather or soapsuds, but this condition can readily be overcome by adding a very small amount of water softening chemical, such as we have in stock.

Sodium Phosphate Tribasic as made by Mallinckrodt is an excellent water softener. We do not suggest this chemical in photographic solutions, but for household use, it is unexcelled. Jerry has reminded us that the use of a teaspoon full of water softener on Saturday nights will prevent the familiar black ring around the tub. This, of course, is only one of the many uses. If your water supply gives you hard water, a five-pound can of Sodium Phosphate Tribasic is as necessary to your comfort and convenience as a bar of soap. Order a can today and have it on hand.

Sodium Phosphate Tribasic—
5-pound can $1.12



Business Builders

TO ENABLE photographers to obtain and to distribute reminders of the approach of the gift season, we have arranged to furnish leaflets as reproduced on this page. These are available to "Focus" readers at the actual cost of printing them. The price is $1.30 a thousand, without your name and address. Your name, address and telephone number can be added for only $1.50 a thousand or less.

These business builders are attractive and dignified in appearance. Should you obtain only one order from their distribution, you will immediately get back the cost of your investment. Naturally, their pulling power is much greater, and you can afford to make a generous distribution through your mailing list and other suitable means.

Order business building leaflets today. If you desire to have your name, address and telephone number imprinted, tell us just how you would like this done, but order today from Hirsch & Kaye.

B & W Fine Grain Toner

THE newest addition to the Burroughs-Wellcome line of developers is a timely one. Burroughs-Wellcome Fine Grain Developer is now announced for those who want the finest of developers with fine grain results. The quality of the Burroughs-Wellcome line is such that no further recommendation is required, and when we tell you that we now offer B & W Fine Grain Developer, you can rest assured that it is the best that can be made. The price is 60 cents a package.

To Obtain White Background

Place your subject in front of the ground and far enough out so that no shadow will be cast on the ground. Turn the ground slightly toward the light source and if possible tilt it up just a little so it will catch and throw the light back toward the lens. Use a broad light in a high key, using a white reflector to fill the shadows, which should be luminous. Your exposure, of course, will be very short with all this volume of light, but the negative should be fully timed and developed rather farther than those on a dark ground. If the ground does not come white enough to make a clean vignette, paint it out with opaque on the back of the negative or, if you are using film, on a piece of glass to which the film has been fastened.

Bargain Lenses

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
130B	Barre Portrait	F.5	6″	no	$21.00	$12.50
130C	Barre Portrait	F.5	7″	no	29.00	14.00
124K	Versar	F.6	6½″	Regno	35.00	17.50
82H	Tessar I C	F4.5	15-19/32″	no	274.00	150.00
84G	Radar Anastigmat	F.4	7¼″	no	64.50	48.00
1C	Radar Anastigmat	F4.5	7½″	no	64.50	48.50
132D	Seroco	F6.8	7″	Double Valve	25.00	9.00
58K	Cooke Portrait IIA	F3.5	10″	no	207.00	150.00
64B	Emil Wide Angle	F.12	4½″	no	45.00	19.00
126I	Velostigmat IIIA	F12.5	5⅜″	no	46.00	19.00
90F	Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
190I	Vitax	F3.8	16″	Studio	186.00	95.00
72E	Wollensak Portrait	F.5	15″	no	72.00	39.00
80A	Gundlach Portrait	F.4	14″	no	100.00	42.00
74C	Goerz Dagor	F6.8	4⅛″	no	37.50	25.00
102A	Kodak Anastigmat	F4.5	8½″	no	62.50	42.50
100D	Dall 3A	F.4	16″	no	221.00	79.00
136J	Heliar	F4.5	4¾″	Compound	66.00	21.00
138C	R. R. Cour	F.8	8″	Antex	20.00	9.00
138F	Kodak Anas	F4.5	12″	Compound	150.00	115.00
102G	B. L. W. A. Protar	F12.5	6¼″	no	38.50	16.00
102J	Goerz Celor	F.5	9½″	no	90.50	32.50
102I	Zeiss Protar	F.18	5¼″	no	42.50	27.00
104A	Cook Cine	F1.8	1″	no	60.00	35.00
104C	Xenar	F4.5	8¼″	no	67.00	39.00
138I	B. L. Ser VIII A	F6.3	11⅜″	Compound	114.40	67.50
140F	I C Tessar	F4.5	11¾″	Compound	206.00	59.00
104J	Kodak	F4.5	7½″	no	50.00	27.00
140C	Kodak Anas	F6.3	8¼″	Acme	38.50	24.00
106A	Ilex Paragon	F4.5	12″	no	130.00	89.00
104J	Kodak Anas	F4.5	7½″	no	50.00	27.00
140G	Goerz Dagor	F6.8	7″	Regno	65.00	32.00
140H	Goerz Dagor	F6.8	10¾″	Betax	150.00	77.00
140J	Goerz Dagor	F6.8	10¾″	Optimo	150.00	57.50
106C	Velos Ser II	F4.5	6	no	42.00	24.00
106E	Photoplastic	F4.5	10½″	no	54.00	35.00
106D	Southern W.A.	F16	3½″	no	15.00	7.00

Bargains for the Photographer

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter A complete outfit for **$260.00**

12 inch Exhaust Fan, Emerson made, 8 blades, mounted in ring.

Bargain for **$12.50**

8x10 R.B. Enlarging Camera

Bargain Price **$13.50**

TISSUE ENCLOSURES

These are transparent tissue enclosures, without flap and designed like negative preservers. Size 7¼x10.

Bargain Price

40 cents a hundred
$1.50 for 500
2.50 for 1000

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
1—14 gal.	8 in.	9½ in.	42 in.	**$24.00**
4—18 gal.	10½ in.	9½ in.	42 in.	**27.50**
5—24 gal.	14 in.	9½ in.	42 in.	**33.00**
4—29 gal.	17 in.	9½ in	42 in.	**38.50**

Terms if desired

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price ..... **20 cents each**

Background 8x8 feet with 7-foot oil painted extension. Design No. 1255.

Bargain Price **$12.00**

INGENTO PRINT WASHER

Horizontal whirling type—24 inch diameter. Good condition.

Bargain Price **$4.95**

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**
(Can be purchased on terms.)

REFLECTORS, Large Size

We offer a limited number of lighting reflectors, 5 inches deep and 16 inches diameter. The inside is finished in satin aluminum, the outside cream enamel. They are designed for 200 watt S-30 lamps, to be attached to ordinary socket. Also suitable for No. 75 flash bulbs.

Bargain price ..... **$4.50 each**

STEEL ENAMEL TRAYS

We have a limited number of second quality trays available at special price. With reasonable care these trays will render about normal service.

16x20 ..... **$3.25**

4x5 Hammer Press Plates. H&D rating 1400. Plates are about a year old, but are believed to be in good condition.

Bargain Price ..... **35c dozen**

COMBINATION TRIPODS

Number 3½

Length closed ..... 22½ inches
Length opened ..... 55 inches
Weight ..... 4 pounds
Diameter of head ..... 5¼ inches

These are new tripods

Bargain Price **$4.85**

Bargains for the Photographer

14″ Mounted Condensers in excellent condition. Suggested for use with the R.B. enlarging camera.
Bargain Price **$65.00**

12″ 4-blade Emerson Fan, desk type.
Bargain Price **$7.50**

Korona Folding Stand No. 1. An excellent home portrait tripod.
Bargain Price **$9.50**

F & S Collapsible Stand. Suggested for the home portrait worker.
Bargain Price **$8.85**

Ansco Memo Enlarger
Bargain Price **$25.00**

Surestick Paste. Somewhat dried in the jar, but can readily be reconditioned with water.
½ pint jars ..... 20 cents

Century Imperial outfit, complete with Gundlach A 11x14 lens in shutter and ten 5x7 film holders.
This is the most modern of all studio outfits, and is offered at a greatly reduced price which will gladly be submitted on request.

Brunner Glossy Print Dryer, Table Model. As good as new, having been used only for floor demonstration. Complete with motor and ready to run.
Bargain Price **$185.00**

5x7 Cut Film Holders. A rather limited number of 5x7 cut film holders are available. They will fit any camera in which you would use Eastman holders, and while they last, we offer them at bargain price of **$1.80** each.

ILEX SPECIAL LENS
In auto shutter. An excellent 6½-inch lens, F6-8 for Elwood Enlargers.
Bargain Price **$15.00**

ART CORNERS
Assorted Designs and Colors
Now offered at new low price of only 3 cents a package.

4A Studio Stand. See page 12 H & K catalog. This stand looks like new and is available for **$33.50**

K. C. Glossy Print Dryer. This is a gas-heated cabinet which will receive up to fourteen 18x24 ferro-type tins with plenty of space between them. There are no moving parts in this dryer, aside from a fan which continually changes the air in the cabinet. We include ten 18x24 japanned ferrotype plates in the bargain price, **$35.**

Motor-driven Squeegee Wringer. This is a Peerless heavy duty wringer with rollers which measure 3x24 inches each. It is mounted on an all-metal base and operated by an efficient electric motor, and will render much satisfactory service.
Bargain Price **$50.00**

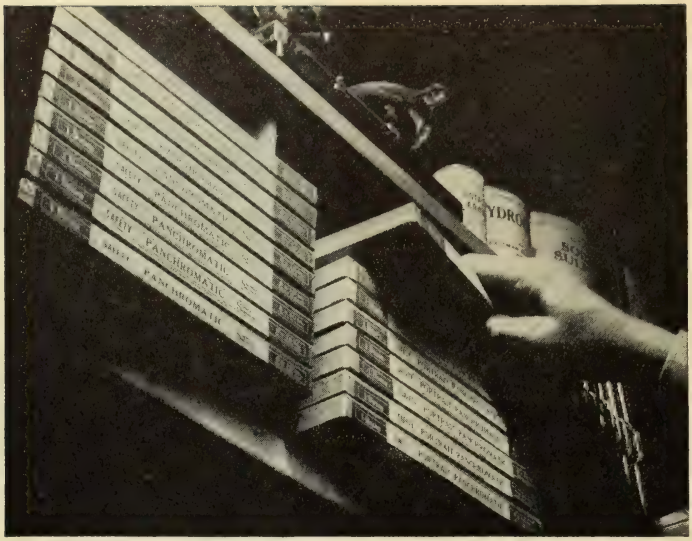
Aristo Proofing Lamp. This is the well known Aristo Arc Lamp which is still considered the best lamp for printing-out proof paper. These lamps are difficult to obtain, and we now offer one at bargain price of **$15.00**

The British Journal Photographic Almanac, 1934. The big book of photography, with practical articles, numerous beautiful pictures in rotogravure and the well-known advertising section.
Bargain Price, Paper cover, 75c
Cloth Cover, $1.00

Beattie Arc Spotlight, excellent condition. See page 50, Hirsch & Kaye catalog.
Bargain Price **$32.50**

SERIES C COLOR FILTERS
Equal in color value to W & W G Filters

⅞ inch round in cap mount	**$1.10**
1⅛ inch round in cap mount	**1.10**
1 7/16 inch round in cap mount	**1.25**
4½ inch round in cap mount	**4.90**



Successful Portraiture *Demands Speed*

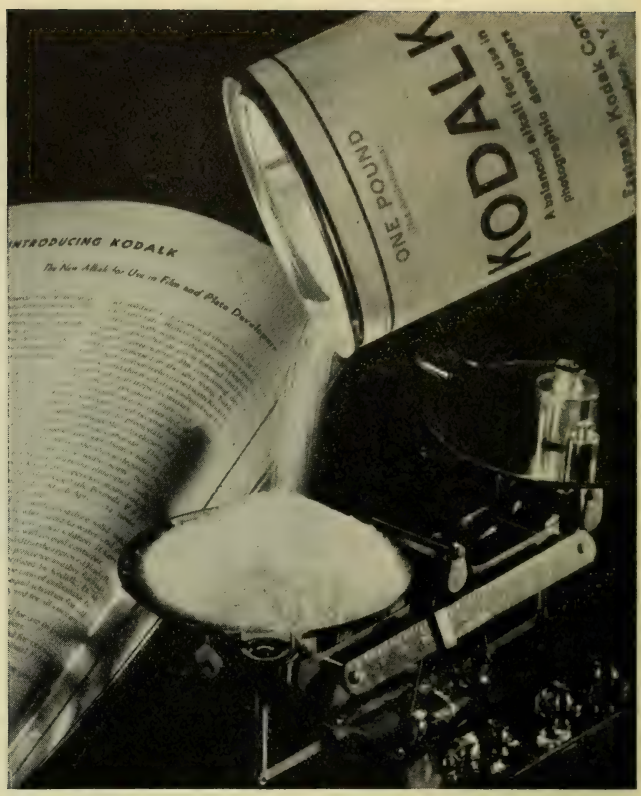
ASIDE from technical skill, success in portraiture demands a knowledge of what constitutes character or personality, and the use of a material fast enough to catch its ever changing expression. The speed of Super-sensitive and Portrait Panchromatic Films permits this. And matching their speed are all the essential portrait qualities, including correctly reproduced color of flesh tones.

Use these modern materials to improve results and promote sales. Eastman Kodak Company, Rochester, New York.

EASTMAN

NRA CODE

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS



CHEMICAL PROTECTION

DEPEND upon chemicals tested in Eastman Laboratories. They are maintained at standards of strength and purity necessary to secure the finest possible results in the processing of Eastman Films, Plates, and Papers. Use Eastman Tested Chemicals and your darkroom troubles will disappear. Eastman Kodak Company, Rochester, New York.

Specify

NRA CODE

EASTMAN **TESTED CHEMICALS**

SPECIAL COLLECTIONS

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. X NOVEMBER, 1934 NO. 11



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Published by

HIRSCH & KAYE

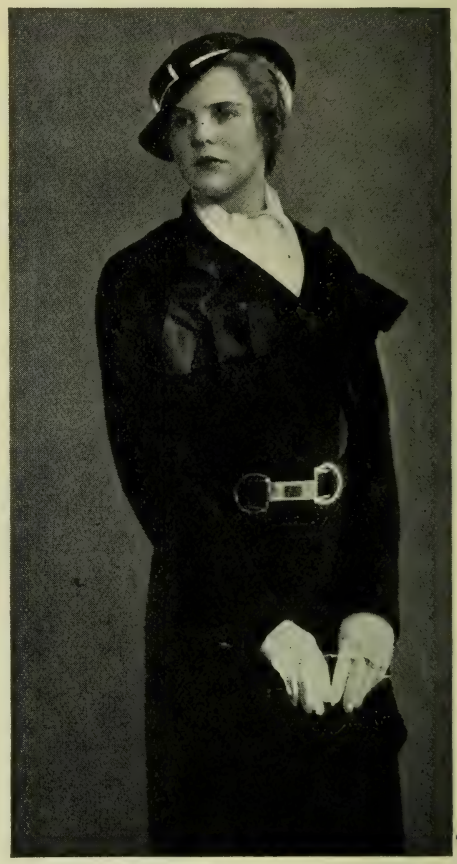
SAN FRANCISCO

VELOUR BLACK

for prints by projection

SURFACES

*A *White Semi-Matt, S.W.*
*B *White Semi-Matt, D.W.*
*C *White Matt, D.W.*
D *White Platinum Matt, D.W.*
DD *White Rough Matt, D.W.*
*DL *Velvet Grain White Luster, D.W.*
*EL *Velvet Grain Buff Luster, D.W.*
EP *Buff Platinum Matt, D.W.*
LER *Rough Buff Matt, D.W. Light Tint.*
ES *Smooth Buff Matt, D.W.*
F *Veltex, S.W.*
I *White Rough Matt, Med. Wt.*
J *White Platinum Luster, D.W.*
K *Buff Platinum Luster, D.W.*
LKK *Rough Buff Luster, D.W. Light Tint.*
N *Matt, S.W.*
*S *Glossy, S.W.*
*T *Glossy, D.W.*
Y *White Silk, D.W.*
Z *Canvas.*
IVORA *Sensitized Film Base for Miniatures, etc.*



From a VELOUR BLACK *Print. Negative,* X-F Panchromatic Special.

for complete description THE DEFENDER BOOK.

*Supplied also in Velour Black *Contrast.*

DEFENDER
Photo Supply Company, Inc.

Rochester, N. Y.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 GRANT AVENUE, SAN FRANCISCO

The Largest Independently Owned Photo Supply House in the West

VOL. X NOVEMBER, 1934 No. 11

INTRODUCING—



GERMAINE DU PERTUIS
. . . Merced

The scene is in France, and the year is 1914.

As the curtain rises on our little sketch, a young lady steps from a train in Luneville, France. The country is at war, and before her eyes are rampant scenes of chaos and bloodshed. Five miles away are the front lines, and unending is the roar of cannon and the tramp of marching feet. This, her first vacation home in five years; a rest from teaching French in a London university, is not a pleasant one in prospect.

In a rapidly changing scene, we see her a prisoner in this town, nursing the wounded under German command. This for three weeks, and then as the French recapture this sector, the young lady leaves for England to finish her teaching contract.

When next she returns, France is still at war, on many fronts, but the spirit of the scene has changed. There is national hope in the presence of young hulks of flesh from Kentucky, Iowa and Tennessee. From Pierre, the grizzled veteran, comes the testimony, "These boys can fight!"

Strange lads these, who smile and say, "Chevrolet, Coupe."

In a day's time she is interpreting for them at a little French bank. One of them cashes a check and says in fluent French, "My name is Daniel, and I am an American." She answers in perfect English, "My name is Germaine, and I call this home." After this Daniel calls frequently for any, or no, reason at all.

In the next scene, ducks waddle across the road in peace and tranquility. The world has been made safe for the Democrats, and the boys are marching home for their $60.00.

In the next stanza we see Daniel in New York trying to act natural in a starched collar. Germaine has preceded him to America and is the head of the French department in the schools of Gloversville, New York.

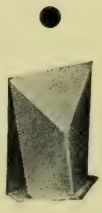
With conquest still in his heart Daniel calls. His heart is thumping loudly; so loudly, in fact, that from where we sit, we can't hear the words. They may be French, or English, we can't say, but this we do know, the nod of her head, in answer, means "Yes" in any language.

Once more the scenes move rapidly. The "I do, I do" in Wyoming; the drought and grasshoppers in a sod house in Kansas; college again in Pullman, Washington; a Master's degree added to a Bachelor's degree, and then teaching school again.

Next we glimpse fields of poppies, not in France, but of California. The year is 1924. The hobby of many years becomes a business in the purchase of a photographic studio in Merced. Shortly thereafter, a swaddling baby boy comes into the picture and our entire cast is smiling.

(Continued on Page 5)



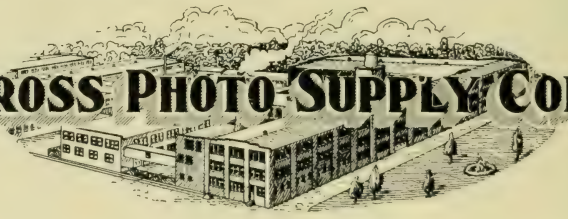


Judge and Jury in One

● It takes eleven jurors to reach a verdict in a court of law. It takes one judge to pronounce judgment.

In your studio, however, jury and judge are one—the patron who comes in for a sitting and who partly appraises your talent and your scale of values by the accessories of style she sees about her.

That's where Gross mounts have an indirect influence upon your clientele. They help to focus customer-esteem upon your establishment. They also help to sell more portrait units through their direct appeal to *desire*.



THE GROSS PHOTO SUPPLY COMPANY

Manufacturers of "UNCOMMON" Photographic Mountings

Office & Factory 1501-27 W. Bancroft St. Toledo, Ohio

Distributors

HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO, CALIF.

Germaine Du Pertuis

(Continued from Page 3)

But yesterday we were talking to the principals of our little play. They speak of crowded years, England, France, America, the War. For a future day they plan a visit to a little town where a very bold and audacious young man once said "My name is Daniel."

The Trade of the Masses

THE ambition of the American manufacturer is to make a product that can be used in a million homes. He doesn't manufacture "for royalty," or for himself, or for millionaires. He wants the trade of the masses, whether he is making automobiles, dinner coats, ginger ale, tooth paste, or silk stockings. It does not occur to him that never before in the history of the world did the masses enjoy these luxuries. He sees no reason why they should not, and he proceeds to make them want what he produces.

But the masses haven't the money on hand for the purchase of talking machines, radios, pianos, automobiles and fur coats! Very well, give them credit—time payments.

A good deal of hard thinking has been done on the subject of time payments, and the conclusion seems to be that the consumer is now merely enjoying a privilege that has long been extended to manufacturers and large purchasers. He has been permitted to capitalize his credit — his character. So long as credit is extended with ordinary care, it helps prosperity and permits the vast majority of people to enjoy the good things of life in greater measure than they ever dreamed possible.

Enlargements for Christmas

Photographic Christmas Cards — Yes! But also—why not enlargements for Christmas?

The sale of enlargements for Christmas is to be encouraged. Frequently in addition to the sale of the enlarged print, you enjoy the sale of coloring service and frame.

What Filter Shall I Use?

THIS question is often asked when you are called upon to photograph a piece of furniture, a building, a sign, or perhaps a stained document. The photography of colored objects has advanced to the point when there is a wide range of sensitized material which can be made even more effective by the use of the filter of suitable color.

The Filter Test Chart is an arrangement which contains a piece of filter material of eight different standard filters. Also four larger openings or windows which will enable you to view the object to be photographed and determine which is the best filter, as well as the right sensitized emulsion to be used with the filter.

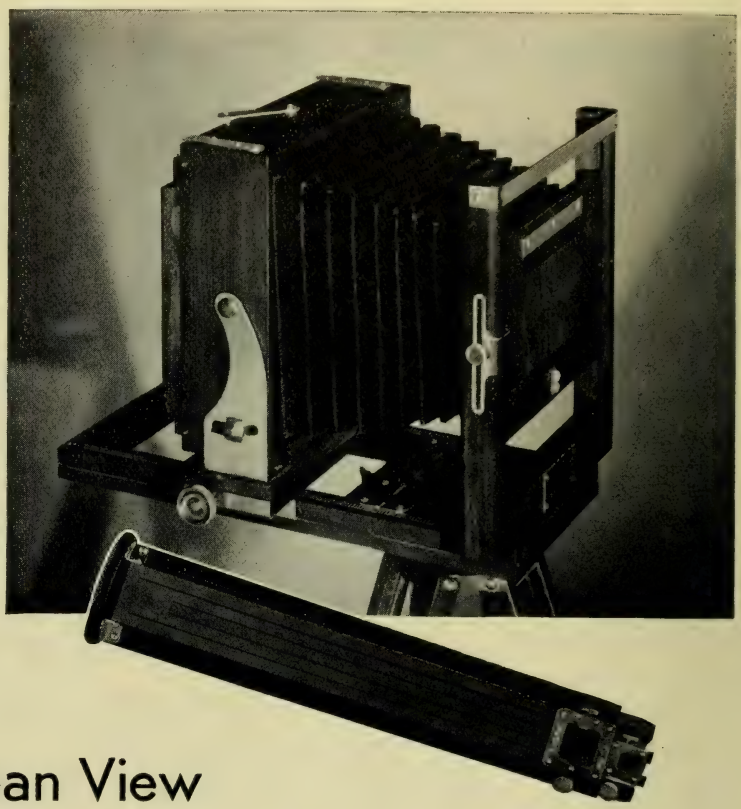
The Filter Test Chart measures only 4¼x9¼ inches and can be carried in the coat pocket. It will save hours of time and dollars of material. At the price of 75 cents, everyone should have one.

A. K. DILDILIAN

Artist - Retoucher

339 Noriega St. San Francisco

OVerland 6820



Eastman View Camera 33 — Eastko Tripod

A STRONG and sturdy, smoothly operating 5x7 camera that does its work in a thoroughly professional manner . . . an equally sturdy and serviceable professional tripod. The two make an outfit that's practical to use and easy to buy. Read the specifications . . . see for yourself.

SPECIFICATIONS

Camera—5x7, rising and falling front, vertical and horizontal swings, single extension bed, rack-and-pinion back focusing, reversible back, cut-off board for half film or plate, 13-inch bellows, 4x4-inch lens board, compact enough for wide-angle lenses, finish, flat walnut, weight, 4¾ pounds.

Tripod—rigid three-section, made of solid cherry with head attached. Two lower sections telescope into the third which is firmly attached to the top. Tripod screw adjustable. Length closed is 21½ inches, length extended 53 inches, top 4½ inches, weight 3¼ pounds, finish, dark mahogany.

These specifications give some idea of the exceptional value of this very reasonably priced camera and tripod.

Eastman View Camera 33, with one film or plate holder	$26.00
Black Fiber Case for camera and six holders	4.50
Eastko Tripod	7.00

Terms if desired

A Word About Developers

WHILE science has made the process of development easy and certain, it will be apparent that a timing system of development is dependent upon one factor remaining constant. This constant is the activity of the developer, and unless care be taken in the selection of a suitable developer the whole construction of time and temperature development falls to the ground.

Aware of the fact that solutions of developers by their very nature *must* lose activity on being kept, Burroughs Wellcome & Co. issue developers as "Tabloid" products.

"Tabloid" Brand Developers offer definite advantages: They insure the production of a developing solution of unvarying activity, readily prepared by the addition of the requisite volume of water. They remain active for years in any climate, and provide a range of agents which cover every development need.

For universal use, "Tabloid" "Rytol" was originated by Burroughs Wellcome & Co. This provides a developer which is suitable for plates, films, bromide papers, contact papers, lantern slides and color plates. It is the universal developer par excellence, and has been chosen for use by the official photographers of all the most important expeditions of modern times. It produces soft well-graded negatives admirably adapted for printing by artificial light or through the enlarger. Further, it does not stain the hands or negative and may be used with confidence by those susceptible to a metol developer.

For those photographers who prefer a negative of the pyro type, "Tabloid" "Tancol" will meet the most exacting requirements. This developer produces a negative slightly yellow in color, giving good contrast and yielding bright, plucky prints. It is not suitable for use with bromide or contact papers.

H & K HAVE IT

"Tabloid" Brand Developers

	Per Carton: Cents
"Tabloid" "Rytol" Universal Developer (25 of each) (100 of each) $1.95	60
"Tabloid" "Tancol" Developer	60
"Tabloid" Amidol Developer	60
"Tabloid" Hydroquinone (Quinol) Developer	60
"Tabloid" Metol Developer	60
"Tabloid" Metol-Quinol Developer	60
"Tabloid" Pyro-Metol Developer *(Imperial Standard Formula)*	60
"Tabloid" Pyro-Soda Developer *(Ilford Formula)*	60
"Tabloid" Fine Grain Developer	60

"Tabloid" Brand Desensitiser

For Development without a dark-room

"Tabloid" Desensitiser	60

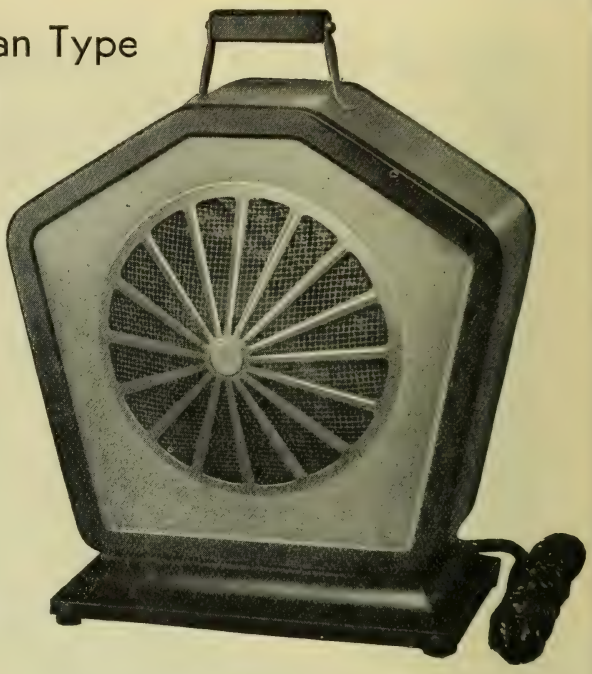
"Tabloid" Brand Toners

For Bromide and Gaslight Prints or Lantern Slides

"Tabloid" Blue Toner	70
"Tabloid" Green Toner	70
"Tabloid" Sepia Toner	70
"Tabloid" Brown Toner	70
"Tabloid" Copper Ferrocyanide Toning Comp.	50
"Tabloid" Sulphiding Compound	50

H & K HAVE IT

Auxiliary Heater — Fan Type



Photographers will welcome this small, quietly operating electric heater which combines fan and heater unit. An efficient fan is suspended behind the 1000-watt heating element which is so constructed that there is no danger of contact with film, paper or anything in your studio. The metal case is attractively finished in biege enamel, while the base and outline are finished in dark brown. The maximum height of the heater is 14 inches, weight 6½ pounds. It has the Underwriters' approval and may be operated from any ordinary outlet.

Price $8.45

Order today from
HIRSCH & KAYE

"Profitable Child Portraiture"

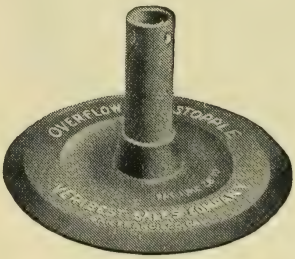
This is the name of a book which has just been announced. This is information every photographer will welcome, especially when the book can be purchased at the low price of 40 cents a copy. Each thought you derive from this book is worth many times the price of the book, so send for your copy now. Hirsch & Kaye have it.

Photo Miniature No. 155

"Winter Photography"

In the next few weeks there will be much interest in winter sports and snow pictures. This edition of winter photography is a helpful number. Successful pictures in the snow are not as easily obtained as it may seem, and you cannot have too much information on this important subject.

Photo Miniature No. 155 only 40c copy.



Veribest Overflow Stopple

This accessory instantly and conveniently converts any sink, tub, basin, or other fixture into a wash tray of large dimensions, with running water.

Price $1.00

HIRSCH & KAYE

Dark Room "Pirates"

RECENTLY I made some experiments to find out what damage was done by light "pirates" in the photographic darkroom. My "pirates" consisted of a red light, a lighted cigarette, the light rays from a luminous-dialed wrist watch and the flash from an electric switch.

For ordinary work the lights mentioned above do no very serious damage, but for the careful operator handling ordinary work, and for all work of fine precision, it is wise to guard against them.

No "safe-light" is absolutely safe—the term "safe" is relative. The rays from any red light register upon a film; it is rather a matter of how much exposure the film can stand without being seriously damaged.

A red light which I had always considered extremely safe with portrait film showed considerable registration upon a piece of dry film exposed for one minute at a distance of three inches. Such exposure of a dry film to light is seldom necessary, and it is true that a wet film is less susceptible to light than dry film. Nevertheless this exaggerated result showed that some registration would take effect upon wet film while exposed to the red light for examination in the process of development. The point I wish to bring out is that red lights even of an approved design for specific work are not to be trusted too much, and the photographer will feel more at ease if he thoroughly convinces himself of the safety limitations of red lights which he is using.

There are a few "responsible" photographers in my acquaintance who persist in smoking cigarettes in the darkroom, claiming that the light from a cigarette does no harm. Some go as far as to say that the light from a cigarette can be used by which to examine films in the process of development in the absence of a red light. This is a precarious practice under even the most adverse working conditions. Cigarette light is white light, and the burning is subject to flashes caused by foreign ingredients in the cigarette. Three puffs off a sigarette six inches from a piece of dry film resulted in considerable fogging and was sufficient to ruin the film for all practical purposes.

Thirty seconds' exposure of a piece of portrait film in direct contact with the luminous dial of a small wrist watch resulted in the complete breaking down of the silver deposit of the film. One minute exposure at a distance of four inches made a noticeable registration.

A flash from an electric switch registered enough to ruin the film. Although this exposure was for a small fraction of a second, the flash of light contained high actinic rays to which portrait film is very susceptible.—Edward H. Flaherty in American Photography.

Bamboo Print Tongs

TO meet the demand for a print tong of improved type, we offer bamboo print tongs, which are much more impervious to water and photographic chemicals than the old wood tongs. These tongs are nine inches long and three-quarters of an inch wide, and are well made. They have plenty of "spring" and we suggest you provide yourself with at least a pair, after which you will use them all the time.

Price .....25 cents

GEORGE A. WEEDEN
Artist
Crayons - Water Colors - Oil Painting
Air Brush Work
Photos Copied for Reproductions
711 - 47TH AVE., SAN FRANCISCO
SKYLINE 2759



R. E. Derby



N. G. Siller



Wm. Wolff



H. L. Bush



K. G. Charlesworth

Our Salesmen Tell Us

As the summer season comes to a close, we are reminded of the number of photographers who maintain attractive summer cabins at equally attractive places.

C. C. Green, Salinas photographer, maintains a cabin at Ben Lomond in Santa Cruz County. **H. L. Justus** of Taft has a cabin at Lebec on the Ridge Route. **Claude Dorman** of Bakersfield maintains a place at San Luis Obispo, and **Daniel Freeman** has just completed a water supply system at his cabin in the Monterey hills.

♠ ♠

B. W. Hellings has sold his commercial studio at 112 Kearny St., San Francisco, to **P. M. Bruner.**

♠ ♠

Mr. and Mrs. Thoreson made a special trip from Alturas to look over and select new equipment for the studio. They drove all night so as to be on hand at our opening for business on Saturday, and returned to Alturas so as to be on hand for the resumption of their own business. In the near future we hope to tell you more about Mrs. Thelma Thoreson and the work she is doing.

A photographer in Illinois received a camera from a customer so that it might be repaired. The photographer opened the camera and then found $42 which the owner had placed in it some time ago for safe keeping. From which we surmise that the owner of the camera was aware of the fact that the camera was not used to any great extent.

♠ ♠

The Lafayette Studio, well known in San Francisco, and located for many years on Geary Street, has moved to larger quarters at 141 Grant Avenue.

♠ ♠

T. J. Nelson has opened a new and very attractive studio at 520 Mendocino Avenue, Santa Rosa.

♠ ♠

E. R. Baldwin has opened the Old Master Studio in Missoula, Montana. This is a ground floor location, and we predict that Mr. Baldwin will enjoy his new location.

♠ ♠

The city of Napa, Calif., has passed an ordinance requiring itinerant photographers to pay a $25 monthly license fee.


H. Fazakerly


Bon Ward


Fred Sass


Harry Reif


J. B. Bogue

Our Salesmen Tell Us

Maurice Kach, owner of the Maurice Studio, Grass Valley, Calif., believes in doing everything possible to bring people to his studio. Recently the most outstanding party of the year of the local Business and Professional Women's Club took place there, with Mrs. Pauline Kach as hostess. Cards and other entertainment took up the evening. If you can get the women of your city to think of your studio as the center of their activities, you will have little difficulty in having them remember you when they want photographs.

♣ ♣

Here is an unusual coincidence. **Mr. and Mrs. J. F. Rabe,** of Quincy, celebrate their birthday on the same day, April 17. They are of the same age, and to make it more interesting, Mr. Rabe's mother celebrates the same day as her own birthday.

♣ ♣


H. Sackrider

Convention Delegates

Nathan Reiman of Stockton and **Henry Sackrider** of Marysville represented Northern California photo finishers at the National Master Photo Finishers convention in Chicago. Mr. Sackrider also visited relatives in Illinois at the conclusion of the convention. A new list of prices as suggested by the Master Photo Finishers of Northern California has been prepared, and will be submitted to all members for comment and approval. If you desire a copy of this list, feel free to ask us for your copy.

♣ ♣

Miss Jeane Urion, receptionist in the Vreeland Studio in San Diego, was married September 30 to Jack Vreeland, who with his father owns the studio. Inasmuch as all three now have an interest in the studio, we can look for highly efficient co-ordination of effort.

♣ ♣

Miss Marjory Bridge, well-known Berkeley photographer, will marry Francis P. Farquhar, president of the Sierra Club. Miss Bridge is active in mountain climbing, and was the first woman to scale the almost perpendicular Cathedral Spires in Yosemite Valley. She is also the first woman to climb the east face of Mount Whitney. The wedding will take place December 21 in Yosemite.

♣ ♣

Mr. and Mrs. Charles Peck of Cloverdale called on us during their honeymoon. Mr. Peck was formerly in Guerneville, but we think we know why he moved to Cloverdale. The bride was formerly Miss Weston of Cloverdale.

♣ ♣

C. L. Stubbs, for many years a photographer in Coalinga, died suddenly on November 3. He is survived by a sister, who wishes to sell the studio or dispose of the equipment.



British Embassy, Washington—Photo by Harris & Ewing

For Unusual Wide-Angle Photographs

Wollensak Series IIIa Extreme Wide-Angle Lens

When working in limited space and a short focus lens is required, use the Wollensak Series IIIa Extreme Wide-Angle lens. You'll be delighted with the remarkable freedom from distortion, the wealth of detail and extraordinary depth of focus achieved in the finished print.

Angle of view is 90°. Excellent definition at full aperture. Stopping down gives added depth of focus and covering-power permitting use of the next larger size of plate thus increasing angle of view to 100°.

Here's a *real* wide-angle lens. Write today for literature and try-before-you-buy offer.

Wollensak Optical Company
ROCHESTER, NEW YORK

LePage's Liquid Solder

(HEATLESS)

Almost Magical

A silvery colored compound, especially adapted for repairing things. Moisture resisting and waterproof.

Fastens all metals, such as copper or tin, to iron, and other combinations of materials—glass to wood, leather to fabric, wood to aluminum—and mends glass, china, crockery, leather, pewter, kitchenware, sinks, water pipes, furniture, porcelain, marble, car and house radiators—in fact, use it wherever you wish to join two surfaces. Use it as you would glue.

Furnished in collapsible tubes of generous size. An investment of 25 cents today may save you dollars tomorrow.

Order today

from HIRSCH & KAYE

←❋→

While it is better to develop in an enameled tray because discoloration of the solution is more noticeable, care must be taken that chipped trays are not used. A chemical reaction is liable to result from the developer coming in contact with the bare metal.

←❋→

Albert F. Sulzer

MR. SULZER, manager of the Kodak Park, is now vice-president in charge of production activities at the Park. Born in Chicago, he graduated from the Massachusetts Institute of Technology in 1901. He began as assistant chemist at Kodak Park, and worked up through the positions of chemist in various departments and successively became superintendent of chemical plant, general superintendent of film manufacture and assistant manager in charge of production. He was appointed manager of Kodak Park in 1929, and was elected a director of the company in 1931.

←❋→

Camera vs. Brush

THE BATTLE between the camera and the brush for artistic supremacy advanced another round with the inauguration of the International Salon of Photography in Paris.

Hundreds of photographs from more than 30 countries, including America and Great Britain, record the progress that is being made in the art of the camera.

France has the largest number of works with the United States next. For some reason no photographs from Soviet Russia were entered this year, but Manchukuo has two exhibits to its credit. Austria, which in former years always sent a brilliant exhibit, only has one entry.

The United States' exhibit contains a mixture of the modernistic and the classical, but great originality also is shown by Germany which is well to the forefront in the use of modern apparatus and material.

An unusual phase of the salon this year is the annex depicting the evolution of women's fashions between 1850 and 1934. Pictures taken by Nadar, Paris photographer of years ago, form the earlier stages of this evolution, while the works of modern photographers, including pictures of bathing beauties, make up the more recent periods.

←❋→

Imperial Embosser

For embossing lines on edges of portraits, enlargements or prints. Consists of a patterned board of hardwood and a fibre roller. You have your choice of several grooves of various sizes.

Price complete . . . $2.50



Did You Visit Our Exhibit at Chicago?

If you visited the Century of Progress Exposition at Chicago, you probably saw at the Mallinckrodt exhibit in the Hall of Science a large hour glass, which was used to typify the free-flowing qualities of the Mallinckrodt Line of Photo-Purified Chemicals.

Mallinckrodt Sodium Sulphite . .

Anhydrous Photo is a good example of what we mean by a "PHOTO-PURIFIED CHEMICAL." It is physically and chemically perfected. The minute, sparkling crystals flow freely, do not cake, and give clear solutions. Mallinckrodt Sulphite is free from impurities detrimental to photographic work. It is extremely low in Sulphate, Iron, Lead and Alkalinity, and its average assay is better than 98.5%.

It is one of "the most extensive line of Photo-Purified Chemicals."

Mallinckrodt
CHEMICAL WORKS

Second and Mallinckrodt Sts. **St. Louis, Mo.**

New York — Chicago — Philadelphia — Toronto — Montreal

With the Master Finishers

FIRST reports from the convention of the Master Photo Finishers of America convention held in Chicago, indicate that the meeting was successful in every way. There was a 21 per cent increase in the number of photo finishers who registered for the convention. Manufacturers' space was sold out and extra facilities had to be provided.

The first day was devoted to discussion of the Code and its effect upon the industry. Reports from various parts of the country showed that much had been accomplished, but failure of enforcement was responsible for most of the difficulties rather than the provisions of the Code itself. Although the National Association has gone on record as withdrawing its active support to Code enforcement, this action should not be taken to indicate that the industry is not interested in the Code or in industrial self-government. As maintenance contributions are turned in, a fund becomes available for prosecution of the Code violators. Regardless of the delays and disappointments of the past sixteen months in Code administration, much has happened in the past month. The mandatory assessment provision of the Photographers Code has become effective, and much can be expected in the near future.

A surprise of the convention was a letter of resignation presented by Guy A. Bingham, as executive manager of the association. This resignation was accepted with a resolution of appreciation for service rendered.

Following is a list of the national officers and some of the regional officers:

National President: George S. Cullen, Washington, D. C.

National Vice-President: Charlie Phillips, Detroit, Mich.

National Treasurer: Fred B. Fountain, Middletown, Conn.

National Territorial Vice Presidents:

Western Canada: S. C. Atkinson, Regina, Sask., Canada.

Western States: Nathan Reiman, Stockton, Calif.

Southwestern States: Harry N. James, Los Angeles, Calif.

Northwestern States: Harold Graves, Portland, Oregon.

Mid-Western States: E. J. Williams, Lincoln, Nebraska.

Eastman Washoff Relief Film

This is the name of an Eastman product intended for color reproduction. Anyone interested in color photography as used for catalog reproduction is invited to write to us for a complete folder on the use of the film.

The white parts showing after a negative has been etched can be made transparent by going over the etched parts with a slightly wetted spotting brush.

It so often happens that when a manufacturer cuts a price it means that the merchandise is no good. And when a salesman cuts a price, it means he is no good.

RETOUCHING

By expert of years of experience

MAIL ORDERS SOLICITED

Prompt Service. Prices Reasonable

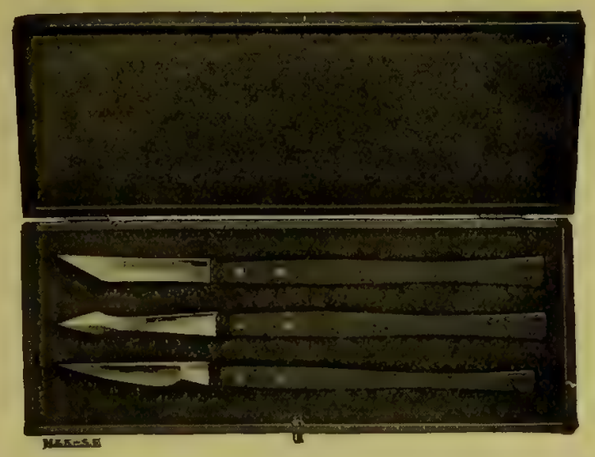
MATILDA S. RANSDELL

495 - 27th Avenue San Francisco

Telephone BAyview 4584

You Need These!

Damascus Etching Set



This set, which consists of three knives, is designed for every phase of etching, from the finest hair lines to the broadest sketchy effects.

The knives are contained in a substantial cloth-lined case. They are made of the very finest steel, tempered to exactly the right degree of hardness, carefully ground and edged; they have ebonized wood handles.

Price $2.25



Century Retouching Desk

This is an exceedingly practical desk for studio use. It is always set up ready for immediate use. It takes negatives any size up to 14x17. The negatives are held by rubber-tipped springs in any desired position, vertical or horizontal, and can be instantly adjusted. It is very strongly constructed.

Made of fine three-ply veneered hardwood with varnish finish outside and stained black inside. Shipped "knocked down," easily and quickly set up.

Price $5.50

Artist Holder Etching Set

It consists of a holder and three blades which may be interchanged as desired without loss of time or bother. Extra blades are furnished in the three styles.

Set, complete $1.25
Extra blades, each, any style ..... .35

Pen Nib Etcher

Used in an ordinary pen holder, the Pen Nib Etcher will give you a light weight, practical Etcher. There are two cutting edges and a sharp point, suitable for etching or trimming.

Package of 6 Pen Nib Etchers $0.50

Retouching Glasses



These lenses are double covex of white glass, and accurately ground to suitable foci. They afford a very bright image of moderate magnification, just right for fine retouching. The lens is securely incased in a nickel rim and the handle is of black ebonized wood.

2 inch lens $2.25
2½ inch lens 2.75
3 inch lens 3.25
3½ inch lens 3.75
4 inch lens 4.50
4½ inch lens 5.00

Reducing Glass

Used by artists to visualize the reduction of photographs, drawings and other illustrations. The double concave lens is 3 inches in diameter.

With scale marked on lens, each $7.50
Without scale, each 3.00

Barre Retouching Lens Holder



With the Barre Retouching Lens Support, you can adjust the retouching glass readily and hold it firmly in any desired position.

It leaves both hands free and is, therefore, the most useful device of its kind on the market. All metal construction —strong and durable. You need it.

Price, without lens $3.00

R. O. C. Retouching Desk



A favorite type with the professional, as it is exceedingly simple to adjust and folds compactly when not in use. Equipped with reflecting mirror and drawer for holding pencils and etching knives.

R. O. C. Retouching Desk $6.00

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard,
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

A Bit of History

IT'S strange what thoughts will be stimulated sometimes in conversation. Recently, in our office, some comment was made concerning the length of time we have distributed the products of pioneer photographic manufacturers. This resulted in listing many of the well known firms whose span of service is equal to our own. The Defender Photo Supply Company, for example, was one of the firms mentioned in conversation, and we were asked how long we have been distributors of Defender products. To answer this question we had to go back many more years than we realized.

When our firm started in business in 1886 the two other photographic supply houses in San Francisco were Oscar Foss, and Monohan & Shillcock (all those who remember these firms please raise their right hand). Mr. H. J. Shillcock succeeded Monohan & Shillcock, and he took over the business of Oscar Foss in 1897. Old timers who read this article will recall the well known firms of which we speak.

The present generation may be interested to know that the San Francisco city directory of 1905 listed 83 photographers. Today we find 112 photographers listed in the 1934 city directory. Although the San Francisco of 1905 was a much smaller community, the directory of that time included the names of the following photographers:

Otto Boye, 1312 Market St.
P. F. Dana, 44 Geary St.
W. E. Dassonville, Flood Bldg.
Arnold Genthe, 790 Sutter St.
Geo. Habenicht, 1026 Market St.
Burt Hodson, 11 Stockton St.
Charles Johnson, 10½ Sixth St.
Oscar Maurer, 819 Market St.
Tabor Studio, 121 Post St.
R. J. Waters, 110 Sutter St.
T. H. Wilton, 3026 Clay St.

Many new names have been added to the Defender line since the good old days when the Defender trade mark appeared on such products as Argo Contact paper, Disco sunlight paper, Monox enlarging paper, Metallotype silver coated paper, Argo soda, and Anti friction developer. Large stocks of photographic papers of all brands, and other materials were lost when our building was destroyed in the fire of 1906.

Immediately after the great fire of 1906 Hirsch & Kaye reopened in temporary quarters in 1757 Fillmore Street, San Francisco. H. J. Shillcock Photo Supply Company reopened for business at 544 - 17th Street, Oakland. Mr. Shillcock died in 1913, at which time Hirsch & Kaye purchased the business and good will of H. J. Shillcock Photo Supply Company. You will see, therefore, the ultimate merger of the pioneer photographic stock houses in Central California. Much remains to be told. In subsequent articles we will show how Hirsch & Kaye are direct line successors to the oldest photographic supply business in this neighborhood, established prior to 1870.

Mrs. Gertrude Kasebier, New York, the first woman professional photographer, died on October 13 at the age of 82. Mrs. Kasebier enjoyed a world-wide reputation for her part in the promotion of good photography.

However dull a woman may be, she will understand all there is in love; however intelligent a man may be, he will never know but half of it.

—MADAME FEE.

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset

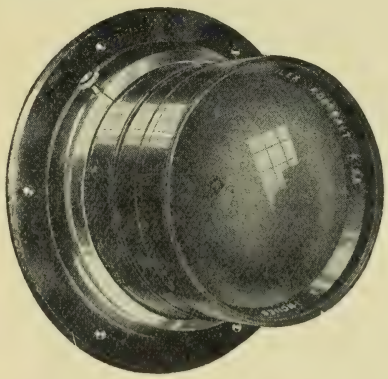


HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY ROCHESTER, NEW YORK



Caps and Gowns Rented

Here is a suggestion for the photographer who plans school pictures. Caps and gowns for graduation pictures can be rented from Goldstein & Company, 989 Market street, San Francisco, for $3.00 a month for cap and gown. The complete outfit can be purchased outright for $9.00.

Readers will understand that we have no interest in a transaction of this kind, other than to pass along information which may be helpful. Nevertheless, it will be well to mention HIRSCH & KAYE when you rent or purchase an outfit of this kind.

Atención

Annunció Especial

Catalogo en Español Gratis

Todo los lectores del habla español de nuestra revista el Focus, pueden conseguir un catalogo de papeles fotograficos, marca Defender, imprimido en su misma idioma. Manden por este catalogo que contiene muchas informaciones respecto a papeles fotograficos, fórmulas, precios, y pesos y medidas. El catalogo y el contenido de este catalog pueden ser obtenido prontamente de HIRSCH & KAYE.

←❖→

The supply of men who can do things never equals the demand. They keep the rest of us moving forward. When we are ready to quit, they encourage us to make one more try.

An Amazing Aid to Retouching

Master Touch

RETOUCHING FLUID

Saves hours of retouching time. Quicker, easier work—vastly finer retouching. Takes more lead. Contains no resin. Valuable ingredients found in no other retouching fluid. Sold on Money-back Guarantee. Order this time and money saver now.

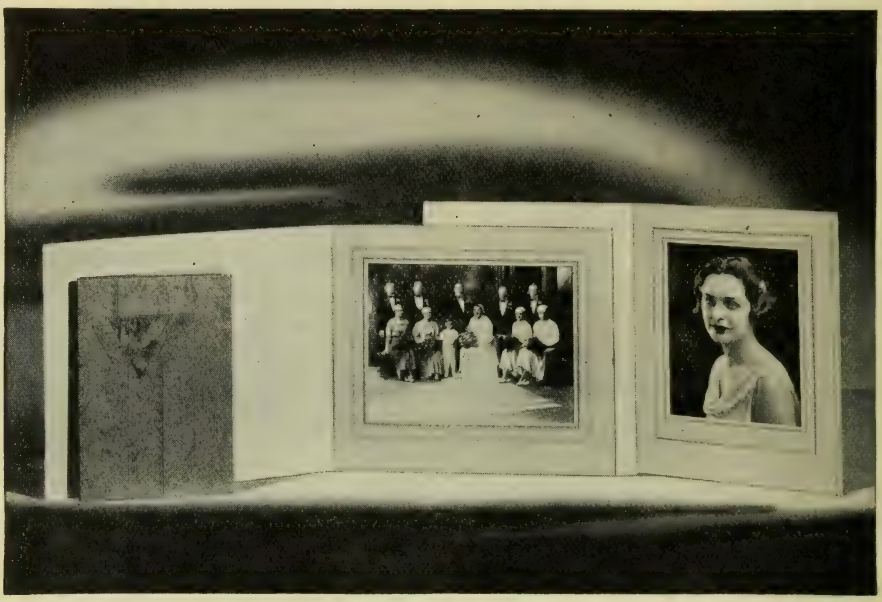


PRICE 50c

HIRSCH & KAYE

Have it!

Show Your Portraits to Advantage . . .
In This New Mode Inslip Folder



The MILFORD

This style is distinctive in the rich quality of stocks and impressive designs. The striking new Nuggett stocks and the soft blended insert design with neat metallic lines—in strict keeping—impart to your medium-priced portraits an extra touch of value—sets them off to best advantage.

The design is ornamented with an appropriate modern design in harmonizing colors. All edges are downy-deckled.

Show this style first with the DRESDEN and SARATOGA. If your customer wants something "less expensive," our fall styles offer you fine mounters, such as the BERWICK and PURITAN folders, and easel type styles such as the NORVAL or the COLUMBIA to help close the sale.

Available in sizes 3½x5 to 8x10 upright and 10x8 horizontal. Colors—Graytone and Neutraltone.

Studios should show this fascinating style.

Sample of the 4x6 size, postpaid, for 10 cents.

SAMPLE OFFER F-8

It is not necessary to put in large quantities, but do not go on using the same mounter year after year. The taste of the public is always and forever changing.

Taprell, Loomis & Company

(Eastman Kodak Company) Chicago, Illinois

Jerry's Corner



By Himself

Here's some things you didnt know.

A parking place is where you leave your car to have those little dents made in the fenders.

A windshield is something that magnifies a tack and makes a pedestrian a small matter.

A taxidermist skins animals and a taxi driver skins humans.

A howdah is a pent house on a elephant.

Noah was the first man to use ark lamps.

A collision is two things coming together unexpected—like twins.

Travelers who cross the equator for the first time get ducked in a tank and get soused. Some dont wait till they reach the equator.

Antiques—furniture thats paid for. Also the family car.

Miscellaneous—the biggest man in Italy.

Tact is introducing the maid to the milkman so as to get her up early.

Steel wool is the fleece from a hydraulic ram.

The difference between electricity and lightning is that you dont pay for lightning.

The Magna Charta provided that the king couldnt order taxis without the consent of Parlament.

And now lets see how smart you are. How many of these can you answer?

Who wrote Chopin's Funeral March?

What President is buried in Grant's Tomb?

In what part of the country does the Pacific Gas and Electric Company do business?

Who discovered the Hudson river?

Who makes Beattie Hollywood lights and where?

Who makes Ford cars and why?

Who cares?

JERRY.

SOLD...

FOR 25 YEARS WITHOUT A COMPLAINT

BARS-TONE

GOLD & PLATINUM TONER

$1.00 PACKAGE MAKES A FULL GALLON

Made by the Originators and Sole Manufacturers of

ART CANVAS GENUINE CANVAS FOR ENLARGING

Barnum Photographic Products Co.
CINCINNATI, OHIO



7 x 17
8 x 20
12 x 20

GREAT CAMERAS
With a Super-Lens Equipment

KORONA
PANORAMIC VIEW CAMERAS

Think of all the profitable subjects that have never been photographed adequately with ordinary view cameras.

The photographer with a **Korona**—Panoramic View Camera fitted with convertible **Turner-Reich Anastigmat f 6.8** is beyond competition on many of the most profitable kinds of work in any locality.

Since 1884, Manufacturers of Fine Cameras, Lenses and Apparatus

Write for illustrated folder
Korona Products sold by
HIRSCH & KAYE

GUNDLACH MANUFACTURING CORPORATION
766 Clinton South Rochester, N. Y.

Korona Cameras and Turner-Reich Lens are Sold by

HIRSCH & KAYE

Shop at Hirsch & Kaye

Here is a partial list of articles that will be appreciated as gifts for Christmas and for bridge prizes:

Albums
Annuals
Art Corner Assortments
Barometers
Bath Thermometers
Box Cameras
Coloring Courses
Compasses
Drawing Pencils (Assorted)
Enlargers
Field Glasses
Frames
Flash Bulbs and Reflectors
Film Negative Albums
Goggles
Grippit
Glue (for the work bench)
Hand Cameras
Interval Timers (for kitchen)
Lamps—Mazda
Magazines (Photographic)
Microscopes
Magnarules
Merchandise Orders
Negative Preservers
Opera Glasses
Optical Service
Oil Colors
Pencil Sharpeners
Pocket Magnifiers
Polychromos Pencils
Reading Glasses
Roll Film
Rubber Gloves
Roover Embossers (for personal use)
Smocks
Steel Enamel Graduates
Sunglasses
Toy Projectors
Telescopes
Thermometers (miscellaneous)
Trays
Tripods
Water Colors
White Ink—Pencils

Catalogs Sent on Request

Do Your Shopping Early, and at HIRSCH & KAYE

Envelopes for Greeting Cards

To meet the demand for envelopes of high quality to be used for photographic or hgh class greeting cards, we have arranged for a supply for your convenience. These envelopes are made of fine linen weave stock, unlined and are furnished in either white or buff color. Notice the assortment of sizes:

$3\frac{9}{16}$x$5\frac{9}{16}$ 4x6¼
$4\frac{3}{8}$x$5\frac{5}{8}$ 4¼x6¾
$4\frac{3}{4}$x6½ 5x7¼

These envelopes are offered subject to change in price according to market conditions.

Price—$1.75 per hundred
$3.75 box of 250
Order today from HIRSCH & KAYE

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¾
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

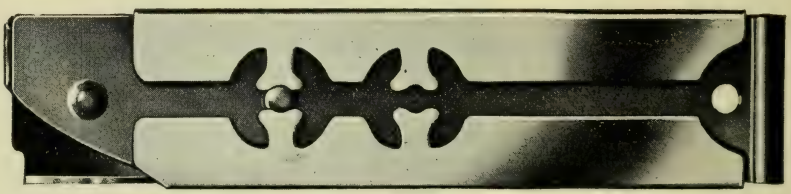
*Packed in cartons containing fifty.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

Saf-T-Rip Cutter



Here is a useful razor blade cutter, which can be carried in your pocket with perfect safety, but on a moment's notice can be converted into a most effective trimmer.

The illustration shows the cutter extended for use, but if you wish to carry the cutter in your pocket, the inner section holding the blade slides back into the cover. To replace the blade, merely slide the inner section completely out and make the change.

The Saf-T-Rip Cutter can be used to cut the heavy cord around your incoming packages, to cut boxes, as well as to cut backing cloth, heavy cardboard and other material. Everyone who frames pictures or photographic mounts needs one, not to mention the many office, household or studio uses where the Saf-T-Rip Cutter will serve. Order one today and carry it with you as you would a fountain pen. The illustration shows the exact size.

Saf-T-Rip Cutter.....50 cents

Bargain Lenses

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
130B	Barre Portrait	F.5	6″	no	$21.00	$12.50
130C	Barre Portrait	F.5	7″	no	29.00	14.00
124K	Versar	F.6	6½″	Regno	35.00	17.50
82H	Tessar I C	F4.5	15-19/32″	no	274.00	150.00
84G	Radar Anastigmat	F.4	7¼″	no	64.50	48.00
1C	Radar Anastigmat	F4.5	7½″	no	64.50	48.50
132D	Seroco	F6.8	7″	Double Valve	25.00	9.00
58K	Cooke Portrait IIA	F3.5	10″	no	207.00	150.00
64B	Emil Wide Angle	F.12	4½″	no	45.00	19.00
92F	Darlot Portrait	F.5	11½″	no	48.00	29.00
90F	Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
190I	Vitax	F3.8	16″	Studio	186.00	95.00
72E	Wollensak Portrait	F.5	15″	no	72.00	39.00
80A	Gundlach Portrait	F.4	14″	no	100.00	42.00
74C	Goerz Dagor	F6.8	4⅛″	no	37.50	25.00
100D	Dall 3A	F.4	16″	no	221.00	79.00
136J	Heliar	F4.5	4¾″	Compound	66.00	21.00
138C	R. R. Cour	F.8	8″	Antex	20.00	9.00
138F	Kodak Anas	F4.5	12″	Compound	150.00	115.00
102G	B. L. W. A. Protar	F12.5	6¼″	no	38.50	16.00
102J	Goerz Celor	F.5	9½″	no	90.50	32.50
102I	Zeiss Protar	F.18	5¼″	no	42.50	27.00
104A	Cook Cine	F1.8	1″	no	60.00	35.00
138I	B. L. Ser VIII A	F6.3	11⅜″	Compound	114.40	67.50
140F	I C Tessar	F4.5	11¾″	Compound	206.00	59.00
104J	Kodak	F4.5	7½″	no	50.00	27.00
106A	Ilex Paragon	F4.5	12″	no	130.00	89.00
104J	Kodak Anas	F4.5	7½″	no	50.00	27.00
140G	Goerz Dagor	F6.8	7″	Regno	65.00	32.00
140H	Goerz Dagor	F6.8	10¾″	Betax	150.00	77.00
106C	Velos Ser II	F4.5	6″	no	42.00	24.00
106E	Photoplastic	F4.5	10½″	no	54.00	35.00
106D	Southern W.A.	F16	3½″	no	15.00	7.00
106G	Goerz-Hypa	F4.5	14″	no	174.00	90.00
106I	Dall-Telephoto	F5.4	14″	no	118.00	67.50

Bargains for the Photographer

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter A complete outfit for **$260.00**

12 inch Exhaust Fan, Emerson made, 8 blades, mounted in ring.

Bargain for **$12.50**

8x10 R.B. Enlarging Camera

Bargain Price **$13.50**

TISSUE ENCLOSURES

These are transparent tissue enclosures, without flap and designed like negative preservers. Size 7¼x10.

Bargain Price

40 cents a hundred
$1.50 for 500
2.50 for 1000

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
1—14 gal.	8 in.	9½ in.	42 in.	**$24.00**
4—18 gal.	10½ in.	9½ in.	42 in.	**27.50**
5—24 gal.	14 in.	9½ in.	42 in.	**33.00**
4—29 gal.	17 in.	9½ in	42 in.	**38.50**

Terms if desired

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price ..... **20 cents each**

Background 8x8 feet with 7-foot oil painted extension. Design No. 1255.

Bargain Price **$12.00**

INGENTO PRINT WASHER

Horizontal whirling type—24 inch diameter. Good condition.

Bargain Price **$4.95**

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**
(Can be purchased on terms.)

REFLECTORS, Large Size

We offer a limited number of lighting reflectors, 5 inches deep and 16 inches diameter. The inside is finished in satin aluminum, the outside cream enamel. They are designed for 200 watt S-30 lamps, to be attached to ordinary socket. Also suitable for No. 75 flash bulbs.

Bargain price ..... **$4.50 each**

STEEL ENAMEL TRAYS

We have a limited number of second quality trays available at special price. With reasonable care these trays will render about normal service.

16x20 ..... **$3.25**

4x5 Hammer Press Plates. H&D rating 1400. Plates are about a year old, but are believed to be in good condition.

Bargain Price ..... **35c dozen**

COMBINATION TRIPODS

Number 3½

Length closed ..... 22½ inches
Length opened ..... 55 inches
Weight ..... 4 pounds
Diameter of head ..... 5¼ inches

These are new tripods

Bargain Price **$4.85**

Bargains for the Photographer

14″ Mounted Condensers in excellent condition. Suggested for use with the R.B. enlarging camera.
Bargain Price **$65.00**

REELS AND CANS

Made of aluminum, for 16 mm. film. New and well made.

Barre Reels—400 foot capacity.
40 cents
35 cents in lots of 12

Barre Humidor Cans, for safe storage of 400-foot reels of 16 mm. film.
40 cents
35 cents in lots of 12

OPEN END ENVELOPES

Made of good weight manila stock. Special prices to close out stock.

350 - 4½x13, per hundred..... **$1.00**
850 - 9½x12½, per hundred.... **1.30**
2,000 - 7 x10¼, per hundred.... **.50**

Surestick Paste. Somewhat dried in the jar, but can readily be reconditioned with water.
½ pint jars..... 20 cents

Ansco Memo Enlarger
Bargain Price **$25.00**

Century Imperial outfit, complete with Gundlach A 11x14 lens in shutter and ten 5x7 film holders.

This is the most modern of all studio outfits, and is offered at a greatly reduced price which will gladly be submitted on request.

Brunner Glossy Print Dryer, Table Model. As good as new, having been used only for floor demonstration. Complete with motor and ready to run.
Bargain Price **$185.00**

5x7 Cut Film Holders. A rather limited number of 5x7 cut film holders are available. They will fit any camera in which you would use Eastman holders, and while they last, we offer them at bargain price of **$1.80** each.

ILEX SPECIAL LENS

In auto shutter. An excellent 6½-inch lens, F6-8 for Elwood Enlargers.
Bargain Price..... **$15.00**

CARBON TRANSFER PAPER

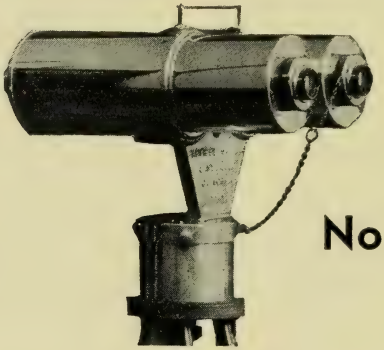
# 73	Autotype Single Transfer Paper	Toned, Extra Matt
# 74	Autotype Single Transfer Paper	Light Toned
# 79	Autotype Single Transfer Paper	Fine Thin, for small work
# 202	Autotype Single Transfer Paper	Rough Matt
# 90	Autotype Double Transfer Paper	Light Toned, thick smooth
# 86	Autotype Double Transfer Paper	Medium Thickness, white
# 77	Autotype Double Transfer Paper	Matt Toned Crayon
#1160	Autotype Double Transfer Paper	Light Smooth White
#2020	Autotype Double Transfer Paper	Thick Rough White

Bargain Price, any surface, $1.50 a roll

BIASCOPE!

NEW INVENTION

PATENT U. S. A. NO. 1958339—MAY 8, 1934



No Films
No Plates

No Dark Room

THE BIASCOPE

Size of each Scope—12 in. long, 3 in. wide
Complete height 9 inches, Weight 5½ lbs.

It's a flash, this new all-nickle gleaming photo-button machine that takes two pictures at a time, and develops them in one minute on the spot. We are proud to present the machine that is the greatest development in photo-button work since the actual invention of the camera. The machine is so simple that no experience is required. One simply points the camera, pulls the shutter string, and two perfect photo-buttons are simultaneously discharged and developed. During the one minute required for developing, two new pictures can be taken. Each cylinder of the camera is loaded in broad daylight with two hundred positives, and the pictures are taken direct on this positive, and developed in one solution. The Biascope is equipped with rectilinear double-faced cutting lenses, and will take perfect photos in natural soft daylight. Sunlight is not needed. At night, pictures can be taken with a thousand watt electric flood light. Special literature will teach the novice how to stop the crowds, and make big money taking these popular photo-buttons day and night, for the photo-button machine is a flash that attracts the crowds at parks, fairs, carnivals, and wherever a crowd gathers. Two pictures are taken at a time, and when one considers that these pictures may be taken as fast as the camera man can pose his new subjects, as a revolving developing tank takes care of each set of photo-buttons simultaneously as they are discharged; it is quite easy to understand how big profits can be made in this newest exclusive development in the photo-button field.

Price for complete Biascope All-Metal Camera, with developing tank	$36.50
Price for complete Single-scope Camera	20.00
Hardwood Folding Tripod (stand)	4.00
Positive Buttons, 100 per tube	1.00
Beautiful Brooch Frames and Back-pins for same, per hundred	1.25
Can of ready-mixed Developer of 16 fluid ounces	.30
Air-tight box with chemicals for making 24 ounces of fluid developer, simple instructions for mixing	.30

PRICES FOR ADDITIONAL SUPPLIES

Positive Paper, one solution buttons (100 in loading tubes)	1.00
Brooch Frames, with pins for same, per 100	1.25
Developer, in 16 ounce cans	.30
Developer in powder form, sufficient for 24 ounce liquid, per box	.30



Exact Size of Photo Button

Be the First in Your Community with the Biascope and Cash in on the Photo Button Craze

HIRSCH & KAYE—*Distributors*

Announcing

Eastman Professional Developing Powders

As a convenience in preparing developing solutions quickly, economically, and with the assurance that pure fresh chemicals are accurately compounded, Eastman Professional Developing Powders are supplied for your use. They are made of Eastman Tested Chemicals and are always fresh. Their use saves time, avoids waste and assures correctly balanced developer solutions. In ordering please specify the volume of solution as well as the formula number.

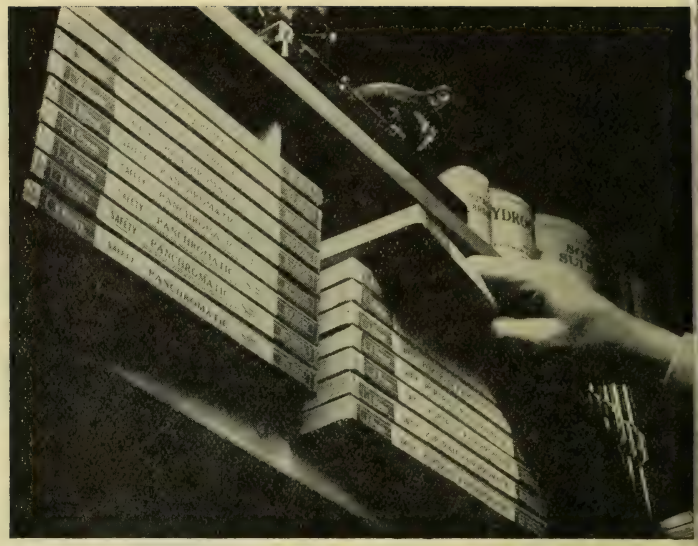
Eastman Prepared Developing Powders

Powders to make	*1 Qt.*	*½ Gal.*	*1 Gal.*	*5 Gal.*	*10 Gal.*
Formula D-72	$.25	$.35	$.60	$2.50	.....
Formula D-73	.....	.....	.70	2.50	.....
Formula D-75	.....	.....	.....	.....	$1.75
Formula D-75R	.....	.....	.....	2.50	.....
Formula D-75b	.....	.....	.....	.....	3.15
Formula D-76	.25	.35	.60	.....	.....
Formula DK-50	.....	.....	.....	.....	2.15
Formula DK-50R	.....	.....	.....	2.50	.....
Formula DK-60	.....	.....	.....	.....	2.50

NRA CODE

Order from your dealer

EASTMAN KODAK COMPANY, Rochester, N. Y.



The *real* value of S-P-E-E-D

PORTRAIT exposures in fractions of a second. It couldn't have been done a few years ago, but today it is regular practice with users of Eastman Super-sensitive and Portrait Panchromatic Films. The advantage is obvious. Expression, the life of a portrait, is a fleeting thing and must be caught in a flash.

Use these fast films—make your portraits true to the character of your sitters and your orders will be larger and more profitable. Eastman Kodak Company, Rochester, New York.

EASTMAN

NRA CODE

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS

SPECIAL COLLECTIONS

THE

FOCUS

Published Monthly in the Interests of Professional Photography

VOL. X. DECEMBER, 1934 No. 12



RNIA
RY
1934 WITHDRAWN
SCIENCES

Published by
HIRSCH & KAYE
SAN FRANCISCO



Headquarters Bldg.
Union County (N. J.) Park System

From a photograph by
EDGAR B. HANES, Newark, N. J.

(Negative, Defender X-F Panchromatic Special; *Print,* Apex)

DEFENDER
APEX
for Commercial Photography
for Photo Finishing

***APEX GRADES**

No. 00—*Extra Soft*
No. 11—*Soft*
No. 22—*Soft Medium*
No. 33—*Medium*
No. 44—*Hard Medium*
No. 55—*Hard*

*These grades are all furnished in the Glossies and Semi-Matts; grades 11 and 22 in seven additional surfaces. Apex AL *(Semi-Matt Document)* is supplied in all grades of contrast. (See Defender Book).

Apex works with you and for you right from the start

●

DEFENDER
Photo Supply Company, Inc.

Rochester, N. Y.

OUR NEW YEAR GREETING TO YOU

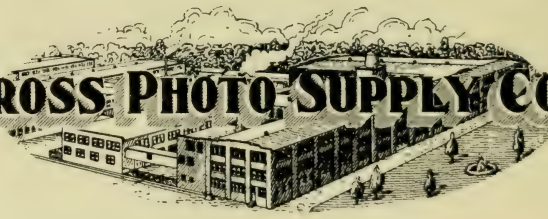
Here's to you and yours, dear friends,
May God on you bestow
The world's most bounteous blessings,
That men have come to know.

HIRSCH & KAYE
ASSOCIATES
1935



A Fine Gross Mount says "Come Again!"

- Your portraiture still carries on for you years after the work you have done rests in the bosom of the family.
- No argument is ever as persuasive as the portrait itself which once thrilled the subject and her family. It demands your identity. It calls up your studio for future sittings.
- And the Gross mounts you recommended for the pictures are further allies, by virtue of their appropriate beauty. They, too, say to your customer in her home, "Come Again".



THE GROSS PHOTO SUPPLY COMPANY

Manufacturers of "UNCOMMON" Photographic Mountings

Office & Factory
1501-27 W. Bancroft St.
Toledo, Ohio

Distributors

HIRSCH & KAYE

239 GRANT AVENUE, SAN FRANCISCO, CALIF.

THE FOCUS

Published Monthly in the Interest of Professional Photography by HIRSCH & KAYE
239 GRANT AVENUE, SAN FRANCISCO
The Largest Independently Owned Photo Supply House in the West

VOL. X DECEMBER, 1934 No. 12

INTRODUCING—



WALTER W. BEARDSELL
. . . San Jose

You've heard of the sailor who spends his shore liberty rowing a boat in the park, or the streetcar man who spends his day off riding the cars. You've heard of the postman who went hiking on his day off, and now we'll tell you about a photographer whose hobby is making pictures.

Walter W. Beardsell is a native of London. His father was a chain store merchant, and the boy was raised in the immediate vicinity of the store. He tells us he was "cradled in a drawer under the counter," but we suspect that this merely refers to the articles of interest he found in the store and used for play-toys. We are ready to believe that he absorbed good selling methods, and at the first opportunity tried to sell his father's customers more than they wished to buy.

It is natural that he should have listened in on the conversations held with traveling salesmen. Their experiences gave him the desire likewise to become a traveling salesman and see the world. The manager of one of his father's stores had been a photographer and was willing to risk his camera at the hands of Young Beardsell. He tells us that one time when the six children were being photographed, one of the small boys had an apple in his hand and was told to get rid of it. When the picture was developed, it was found that the apple was in the boy's mouth. We wonder if the boy with the apple was the subject of our story.

Mr. Beardsell is an active member in the American Legion and tells us his greatest honor is the distinction of being the husband of a mighty fine woman, and that you will agree is an honor and a privilege. His real hobby is baby pictures, a field in which he rejoices and specializes. He is a member of the Photographers Association of America. His present studio is in San Jose.

←❋→

There is no moment like the present. The man who will not execute his resolutions when they are fresh upon him can have no hope from them afterwards: they will be dissipated, lost, and perish in the hurry and scurry of the world, or sunk in the slough of indolence.—*Maria Edgeworth.*

←❋→

Luck means the hardships and privations which you have not hesitated to endure; the long nights you have devoted to work. Luck means the appointments you have never failed to keep; the trains you have never failed to catch.—*Max O'Rell.*

←❋→

Cleanliness compels order, and order compels efficiency.

The New, Efficient and Versatile . . .

PHOTO FLOOD-SPOT



This lamp supplies a need which has existed for some time. The Photo-flood Spotlight can be used as a flood light or spotlight, just as you wish. The area of illumination is controlled by moving the focusing rod forward or backward.

The lamp house is finished in black baked crackle finish with chromium trimmings. It is fitted with a 5-inch accurately ground and polished condensing lens. Ten feet of rubber cord, switch and plug are included.

The stand is telescopic and consists of three sections. The lamp may be lowered to 3½ feet from the floor, or raised to 7½ feet and tilted at any angle. Both the professional and amateur photographer need a lamp of this kind.

Price without bulb $15

Photoflood bulbs 25 cents each

Opaque Air Brush Colors

These opaque mat-finish colors, superfine in tone, brilliancy and covering come in 36 tints. They cover opaque and dry fast with a velvet finish. Of intense brilliancy the colors are uniformly true and exact. They flow smoothly through the Air Brush because they are specially prepared for such use by the removal of all gritty, lumpy material. Send for a color chart.

Geranium Red	Medium Blue	Burnt Umber	Bril. Orange	Black (gloss)
Medium Green	Black (dull)	Ex. Dk. Green	Golden Brown	Medium Yellow
Crimson Red	Dark Red	Maroon	Black (satin)	Yellow Orange
Light Green	Prussian Blue	Light Red	Lavender	Light Magenta
Vermilion	Light Yellow	Burnt Sienna	Yellow Ochre	Dark Yellow
Light Blue	Red Orange	Mauve	White	Emerald Green
Orange Yellow	Dark Blue	Deep Magenta	Dark Green	Turquoise Blue
Vandyke Brown				

2-oz. jar, each.....**$0.25** ½-pint jar, each.....**$0.65**

1-pint jar, each.....**$1.10**

The New Rules

E. A. BREYMAN, *Vice-President, Zellerbach Paper Company*

ABOVE THE FANFARE and noise, a basic note of the New Deal, like the theme of a symphony, may be unmistakably distinguished. "Fair Competition"—two words, once considered incompatible, are on our tongues and will some day be in our hearts, as we grow more expert in using the new tools given us. Some rules of the business game have already been codified, with penalties to be exacted on the player out of tune.

These rules impose an obligation on all of us—a moral obligation to observe them and to change them if change is needed. In addition, their acceptance implies a greater obligation. The rules demand that we conduct our affairs efficiently.

Without narrowing our vision to any one industry, let us examine a few of the fundamental theories behind the new rules. Efficiency in operation implies planning, and planning implies knowledge. Logically, therefore, the new rules first impose a standard method of recording transactions so that from the knowledge and experience of the past we can in some measure anticipate and prognosticate the future.

The new rules discredit labor chiseling as well as other forms; thereby rendering ineffective the tactics of the employer with the sweatshop mentality.

A few, probably still too few, practices have been condemned as unfair by the new rules. Those violating these practices may no longer defend themselves with the argument that all's fair in business.

The maxim we wrote in our copy book, "He profits most who serves best," has an added meaning when considered in connection with the new rules. Service no longer implies price alone, but the necessity of drawing upon the creative instinct latent in all of us. The new rules, therefore, place a premium on imagination and insist that we substitute for petty concessions and unethical methods, a product of the mind.

Certain practices are definitely labeled as unfair, and the player who persists in them may be ruled out of the band.

From the new rules a newer form of salesmanship will some day blossom into full maturity. The death knell of the order-taker may be heard and the creative salesman will be rapidly accorded his rightful place. Business under the new rules may be less profitable from a material standpoint—in fact, there is indication that the proponents of the rules desire this. However, it should be more pleasant with additional personal satisfaction not to be reckoned in dollars.

The new rules will encourage certain criticism, but we should distinguish between criticism of the technic employed in making the new rules effective and the basic philosophy which brought the rules into being. In our opinion the new rules have in a short time become so interwoven in our business fabric that we may well cut the pattern of our business in conformity with them.



Wollensak Velostigmat Series II f4.5

FOR BETTER PHOTOGRAPHS USE WOLLENSAK LENSES

There is only one formula for a good photograph—a photographer who knows his business and the right lens.

For over 30 years Wollensak, world-famous as lens *specialists,* has considered this problem of developing the finest possible lens for every phase of photography.

Wollensak has a lens for every purpose and in a wide range of prices. Every lens is guaranteed to be optically and technically correct. Write today for details of our try-before-you-buy plan which lets you prove our claims on your own camera.

Wollensak Optical Company
ROCHESTER, NEW YORK

Panchromatic Non-Halation Film

AN ADDITIONAL panchromatic film has been announced by the Defender Company, and is designated X-F Panchromatic Special Film—non-halation back-coated. The new film retains all the qualities of the well known Extra Fast Panchromatic Film, but brings to you the additional advantage of a back-coated non-halation emulsion which will completely solve the halation problem. If you desire this film designate Defender X-F Panchromatic Film, and be sure to add non-halation.

←❖→

The Cheapest Not Always the Best

Our shipping department has noticed a number of requests from customers to ship their orders over specified lines. Sometimes these carriers are newly and poorly organized truck companies with limited responsibility. A few of our customers have had unfortunate experience with their shipments, sent according to their specifications, because of which we write these lines.

Although all truck lines and common carriers are under the jurisdiction of the State Railroad Commission, some of them are poorly prepared to render the type of service you want. Fortunately, most carriers adhere to their schedule, and are trustworthy. But do not be tempted by a so-called lower rate or some other inducement, but decide on your routing according to the dependability of the organization which wants your business. We have no specific recommendation to follow this article, but suggest you satisfy yourself that the carrier can give you the service that has been promised.

Semi-Transparent Celluloid

THERE is always a demand for material of this kind, and for some time we have searched the market for material that would be free from flaw. Our search has been successful, and we now offer an improved form of semi-transparent celluloid with finish smoother than the finest ground glass. It is available in sheets 20x50 at price of $1.50 per sheet. Here is something that every photographer has wanted for the preparation of his own print-in backgrounds, and a number of other uses. We suggest you place your order today.

←❖→

They Finally Arrived

On December 4, the Post Office Department delivered to us four order postcards and called our attention to the fact that these four cards had been mailed by our customers on September 15. It is an odd coincidence that all postcards have the same cancellation date, and originated in Ventura, Alturas, Santa Barbara and Ukiah. Readers of this article located in the cities just mentioned will recall a delay in their order placed in September, and this explanation will interest them. Usually when an order is not received within normal time, it is definitely lost, and while this happens but rarely, we share our customers' hope that their orders will continue to arrive on schedule time.

←❖→

A second or two spent in dusting a negative before printing saves an hour or two of spotting the prints.

←❖→

A man will spend unlimited time and energy keeping peace with a business associate and then fight with his wife at the drop of the hat.



R. E. Derby



N. G. Siller



Wm. Wolff



H. L. Bush



K. G. Charlesworth

Our Salesmen Tell Us

Mr. C. H. Richards, representing the Folmer Graflex Corporation of Rochester, was in San Francisco during a tour of the Western States. He showed us the new 3¼x4¼ Speed Graphic camera, for which we predict a considerable demand.

♣ ♣

The town of Santa Paula has adapted a license ordinance which we understand is being enforced. It will affect visiting photographers.

♣ ♣

Among the photographers who quickly made use of the distinctive cuts we previously offered, we should mention **Beulah Ross,** who has prepared a very attractive leaflet to stimulate holiday business.

♣ ♣

Bert Du Vaul, photographer in San Anselmo, has obtained the exclusive rights to make photographs in the Army Bombing Base at Hamilton Field, California.

♣ ♣

Last year we had a number of calls for a helpful bulletin which contained much advice to the amateur photographer in taking pictures in the snow. We again offer these bulletins, or if you desire some for distribution, do not hesitate to ask us.

The stock room reminds us that we offer an attractive display card to increase your sale of Photoflood and Photoflash bulbs. If you desire displays of this kind, just tell us and they will be sent.

♣ ♣

A customer has asked us to supply a Victor flash cabinet. If you have one for which you have no further use, tell us about it, and we will try to be helpful to two people at the same time.

♣ ♣

Mrs. McNeely has announced the opening of her studio at 2228 Fulton Street, Berkeley.

♣ ♣

The following was clipped from an Oakland newspaper:

Young man wants chance to learn commercial photography or bar tending. Box B10191, Tribune.

Evidently he cares not what kind of "developer" he mixes.

♣ ♣

H. E. Bailey has opened a studio at 8033 Foothill Boulevard in Oakland. Mr. Bailey has selected the rapidly growing section of Oakland for a location.


H. Fazakerly


Bon Ward


Fred Sass


Harry Reip


J. B. Bogue

Our Salesmen Tell Us

Carlton Smart of the Smart Studio, San Francisco, arranged a 3-day exhibit of portrait photography at the St. Francis Hotel starting November 26. This display was timed to coincide with the Christmas interest in portraits, and should be productive of some very definite results.

♣ ♣

Hyland & Peterson have opened a studio at 341 West 7th Street, San Pedro.

♣ ♣

Mr. and Mrs. Cook of the Cook Studio, Hollister, were recent visitors in San Francisco. Mrs. Cook is doing some interesting work in photographic coloring.

♣ ♣

F. H. Kuroko, for many years a photographer in Sacramento, was buried November 24 after a short illness.

♣ ♣

On October 15 the National Industrial Recovery Board approved a Code for the retail trade in the Territory of Hawaii which will affect some 2800 establishments employing about 15,000 people. It became effective October 29. This is the first approved Code to apply solely to the Territory. Several provisions for certain industries, among them photography and photofinishing, are appended to the Code in the form of supplementary schedules.

The **Niles Studio** in Ventura has moved to a new location, and is now located at 996 East Main Street in the same city.

♣ ♣

Label your bottles in the darkroom —your memory may play you false when you grope for them in the dark. It is a good policy to write out the entire formula of each solution directly on the label; then there is no necessity to clean out desk drawers in search of an elusive formula whenever a new batch is to be mixed. Use waterproof black ink, then varnish over the labels.

♣ ♣

Somebody managed to open the car of **Kathleen Dougan,** Berkeley photographer, while it was parked in front of her studio, and removed her camera, lenses and lights. Just why anyone should want to steal this equipment is difficult to understand, for no one but a photographer would be interested. Almost anything of possible negotiable value is a source of temptation these days.

♣ ♣

We regret to learn of the death of **Mrs. MacMillan,** the widow of the founder of the well known MacMillan Studio in Vallejo. Mr. MacMillan passed away some years ago, but the studio has been well managed by Mrs. MacMillan's son-in-law, Mr. James B. H. Turner, who has continued the studio under the original name.



Did You Visit Our Exhibit at Chicago?

If you visited the Century of Progress Exposition at Chicago, you probably saw at the Mallinckrodt exhibit in the Hall of Science a large hour glass, which was used to typify the free-flowing qualities of the Mallinckrodt Line of Photo-Purified Chemicals.

Mallinckrodt Sodium Sulphite . .

Anhydrous Photo is a good example of what we mean by a "PHOTO-PURIFIED CHEMICAL." It is physically and chemically perfected. The minute, sparkling crystals flow freely, do not cake, and give clear solutions. Mallinckrodt Sulphite is free from impurities detrimental to photographic work. It is extremely low in Sulphate, Iron, Lead and Alkalinity, and its average assay is better than 98.5%.

It is one of "the most extensive line of Photo-Purified Chemicals."

Mallinckrodt
CHEMICAL WORKS

Second and Mallinckrodt Sts. **St. Louis, Mo.**

New York — Chicago — Philadelphia — Toronto — Montreal

Photographs May Record Heat as Thermometers Fail

TAKING pictures of heat to read temperatures that thermometers cannot reach was described to the American Institute of Chemical Engineers.

The pictures are taken on film sensitive to infra-red rays, which are heat to the human body but light to the eye of a camera.

Some of the new developments in this infra-red photography were reported by Dr. Walter Clark, assistant director of research, of the Eastman Kodak Laboratories.

This picture thermometer will show how much heat passes through wood. For practical uses it reads the insulating power of wood.

Pine, sycamore, boxwood and beech, for example, transmit heat freely. The infra-red camera shows the rays coming through and gives an idea of their volume of intensity.

Tells You Everything

The Defender Photo Supply Company has just published an interesting book, the name of which is "Film". This book is a reprint of various announcements and articles pertaining to the various grades of film now offered by the Defender Company. The book literally tells you everything you may wish to know about film and its use. A copy is available for you if you will send your request to Hirsch & Kaye.



High Powered

Shopper (hard to please): "Dear me, haven't you something newer in table cloths?"

Salesman: "These are the newest pattern. You will notice that the edge runs right around the border, and the center is directly in the middle."

Shopper: "Dear me. Yes! I'll take a dozen of those."

Wellcome Exposure Meter

The 1935 edition of the Wellcome Photographic Exposure Calculator Handbook and Diary is now available. This is one of the most useful little booklets we can offer you, for it combines a practical exposure meter, a record for exposures and a lot of useful information in most compact form. The book even contains a pencil carried in a convenient strap. You need one, and the price is only 75 cents.



We Are Instructed

The several sources from which we obtain electrical appliances and parts have reminded us of Section 5 Article 4 of the Code of Fair Competition for the electrical wholesale trade. This section provides that there shall be a minimum service charge of 10% for all goods returned for credit with no acceptance for credit sixty days after date of sale. You will understand that the ruling applies to articles sold under the Electrical Dealers Code, one of the many which regulate the policies of our business to a considerable extent.



The Front Page

The timely and interesting picture on the front page of this issue was made with one Photoflood Spotlight. We suggest you read the notice which appears on page 6 and then if not already supplied with a Photoflood Spotlamp, place your order. You will find many uses for it.



Have you ever enjoyed the satisfaction of using free running Carbonate that is always the same strength, regardless of weather conditions? Mallinckrodt Monohydrated Photo Carbonate is non-caking and always contains 85 per cent Sodium Carbonate in damp or dry weather.

FILMS - - -

HAMMER BRANDS

dependable on glass for forty-two years,
are now obtainable on

SAFETY and NITRATE BASE

Extra Fast
Medium Commercial
Slow
Extreme Contrast

Super-Sensitive Ortho
Medium Commercial Ortho
Process
Offset



HAMMER DRY PLATE CO.

161 WEST 22ND STREET
NEW YORK CITY

OHIO AVE. AND MIAMI ST.
ST. LOUIS

The New

INGENTO PHOTO MAILER

HAS the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½x11½ inches. It will accommodate photographs 8x10 or 7x11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.



Made in the Following Popular Sizes

No. 2.....	5½ x 7½	*No. 8.....	10½ x 15
No. 3.....	6¾ x 8¼	No. 9.....	6¼ x 9¼
No. 4.....	7½ x 9½	*No. 10.....	7½ x 11⅝
*No. 5.....	8¾ x 10½	*No. 11.....	8½ x 11½
*No. 6.....	10¼ x 12⅜	*No. 12.....	13 x 17½
*No. 7.....	12¼ x 14½	No. 14.....	16 x 20¼

*Packed in cartons containing fifty.

Manufactured by BURKE & JAMES, INC., *Chicago, Illinois*

Carried in Stock by HIRSCH & KAYE

SIZES FOR ANY NEED! — PRICES NONE CAN MEET! PROMPT SHIPMENTS!

Grippit

Grippit holds with a flexible, sinewy grip as long as you wish, but, like adhesive tape, it can be peeled off at any time. **GRIPPIT** CANNOT WRINKLE EVEN THE THINNEST TISSUE. It is waterproof, transparent, stainless, non-inflammable — and the cleanest of all adhesives.



Illustration shows the new Brush Can, with twice the capacity of a tube

Recognized fourteen years ago as indispensable in advertising, art and drafting departments, now **Grippit** has become a staple supply in banks, insurance offices, photo studios, schools and general business establishments.

Tubes	$ .25
½ pints	.60
Quarts	1.75
Gallons	6.00

Write to HIRSCH & KAYE, *Distributors, for resale prices*

New... The Eastko Tripod

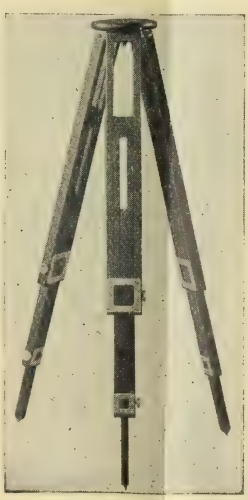
NEWLY DESIGNED, this tripod offers you a strong, rigid camera-support at a moderate price.

Legs are in three sections, the two lower ones telescoping into the third which is firmly attached to the top.

Tripod screw is *adjustable* for deep or shallow sockets.

Made of selected cherry, finished in dark mahogany. Length closed, 21½ inches; extended, 53 inches; head is 4½ inches; weight, 51 ounces.

Price, $7.00



The tripod partly extended.

PHOTOGRAPHIC A

THE AMERICAN ANNUAL OF PHOTOGRAPHY, 1935, 49th volume, printed on the finest coated paper and containing more than one hundred reproductions of the best American and foreign photographs of the year together with numerous practical articles, formulary and other information. **Price, paper, $1.50; cloth, $2.25. Ready.**

DAS DEUTSCHE LICHTBILD, 1935. A magnificent year book with nearly 200 beautifully reproduced photographs and a number of valuable articles in German with English translations. Last year's volume of this was undoubtedly the finest pictorial annual ever published. **Price, $5.00.**

PHOTOGRAMS OF THE YEAR 1934. The international annual of pictorial photography, containing selected prints from the best workers of all countries, with valuable criticism of the pictures and other interesting text. **Price, paper, $2.50; cloth, $3.50.**

THE BRITISH JOURNAL PHOTOGRAPHIC ALMANAC, 1935. The big book of photography, with practical articles, numerous beautiful pictures in rotogravure, and the well-known advertising section. **Price, paper, $1.00; cloth, $1.50.**

PHOTOGRAPHY IN SCIENCE, ART AND INDUSTRY, 1935. The special April number of the Royal Photographic Society Journal, with many articles on modern, commercial and scientific photography. Photogravure Supplement. **Price, $1.25 in paper.**

THE YEAR'S PHOTOGRAPHY, 1934-35. The annual number of the Royal Photographic Society's Journal with description and illustration of its annual exhibition of technical and pictorial photographs from all over the world. **Price, paper, $1.25.**

PENROSE'S ANNUAL, 1935. The standard handbook of photo-engraving and printing. Contains numerous valuable articles on the latest developments in all branches of photo-engraving, typography and photography. Profusely illustrated with full color and monochrome reproductions by all types of photo-mechanical processes. **Price, $4.00.**

Place your

w

HIRSCH

ANNUALS, 1934-5

SCHWEIZER PHOTO—JAHRBUCH, 1935. This is a new annual very similar to Photograms of the Year, in size and makeup. Beautiful pictorial illustrations finely reproduced. **Price, cloth, $4.00.**

KLIMSCH'S JAHRBUCH, 1935. This book contains valuable articles in German on the year's progress in photo-engraving and printing methods with beautiful monotone and full color reproductions by all the most beautiful processes known. **Price, cloth, $7.50.**

THE JAPAN PHOTOGRAPHIC ANNUAL, 1934. Text partly in English, mainly in Japanese. Beautiful reproductions of Japanese work only. A much larger volume than last year's book. **Price, $3.00.**

DEUTSCHER CAMERA-ALMANACH, 1934. A literary and pictorial year book containing valuable articles in German and many beautiful pictures. **Price, $3.50.**

PHOTOFREUND-JAHRBUCH, 1934-35. Similar to the last. Text also in German. **Price, $3.50.**

LUCI ED OMBRE, 1934. An annual of Italian artistic photography, showing only the work of the Italian School. Strong and masterly. **Price, paper, $3.50.**

CESKOSLOVENSKA FOTOGRAFIE V, 1935. This is the fourth volume of a strong pictorial annual published in Czechoslovakia. Beautiful illustrations with work of a distinctive national school. **Price, $3.50.**

MODERN PHOTOGRAPHY, 1934-35. Over 100 illustrations by the leading camera artists of the day in America, Europe and Japan, with full technical description of each print and a chapter on current progress in camera-design and plates and films. Published in England. **Price, paper, $3.50; cloth, $4.50.**

PHOTOGRAPHIE VISION DU MONDE, 1935. Vol 5. This is perhaps the most modernistic and striking of all the annuals, as the center of the modernistic movement seems to have shifted to France. About 125 fine photogravure reproductions bound with spiral ring binding. The French Society Album has been combined with this. **Price, $6.00.**

der today

& KAYE

Gevaluxe
Velours

THIS new, *patented* paper is so totally different from any other that it beggars description. To appreciate its revolutionary character, you must inspect an actual print, and see for yourself the extraordinarily stereoscopic effect which Gevaluxe lends to a picture. Prints may be seen at Hirsch & Kaye's, San Francisco.

The Gevaert Company of America, Inc.
6368-70 Santa Monica Boulevard,
Los Angeles
New York—Chicago—Toronto

Hirsch & Kaye carry all Gevaert Products

To Produce Soft Negatives

A CERTAIN style of negative known as a soft negative is sometimes desired, and for the benefit of photographers who have not undertaken any work of this kind, we offer this explanation. A so-called soft negative is one that should retain full detail in the shadows. This result can be obtained by using a straight Metol developer, timing the development until the highlights are as strong as you desire them. This developer works first into the shadows and produces shadow detail before the highlights are strong enough. At first inspection, the result appears to be a very flat negative, but continued development will bring the highlights to the degree you desire. The result will be a soft low-key negative with complete detail in both shadows and highlights. Be careful to avoid overtiming when you make the exposure.

←⁂→

Removing Developer Stains From Cloth

Stains of this kind produce a yellow or brown dye, due to oxidation of the developer. In your attempt to remove this dye, it is likely that you will also remove other dyes in the material. A 10% solution of potassium permanganate with one drop of sulphuric acid to each pint of solution should remove the stain. Apply for two or three minutes, rinse and follow with a 10% solution of sodium bisulphate. Then rinse and dry. It is our suggestion that you first try this procedure on another piece of similar cloth to see if the other colors will also be removed. If so, it is useless to make any further attempt.

Photographing Mohair-Covered Furniture

Furniture of this kind is likely to be reproduced with a sheen in order to show its texture. This sheen may be over-emphasized to an undesirable degree. This condition can be overcome by using a softer but more centralized source of light.

←⁂→

To Clean Film Tanks

This little chore, by the way, is not done frequently enough, as a rule.

Make a solution of equal parts Hydrochloric Acid, C.P. and water. Apply to inside of tank with a long-handled brush or mop. Then wash the tank thoroughly.

←⁂→

Quick Drying

Sometimes when forced drying is necessary, negatives can be immersed in alcohol for a short time. This immersion should not be excessively long or the negative will have a milky appearance. Should this effect be encountered, place the negative in water and the milkiness will disappear.

←⁂→

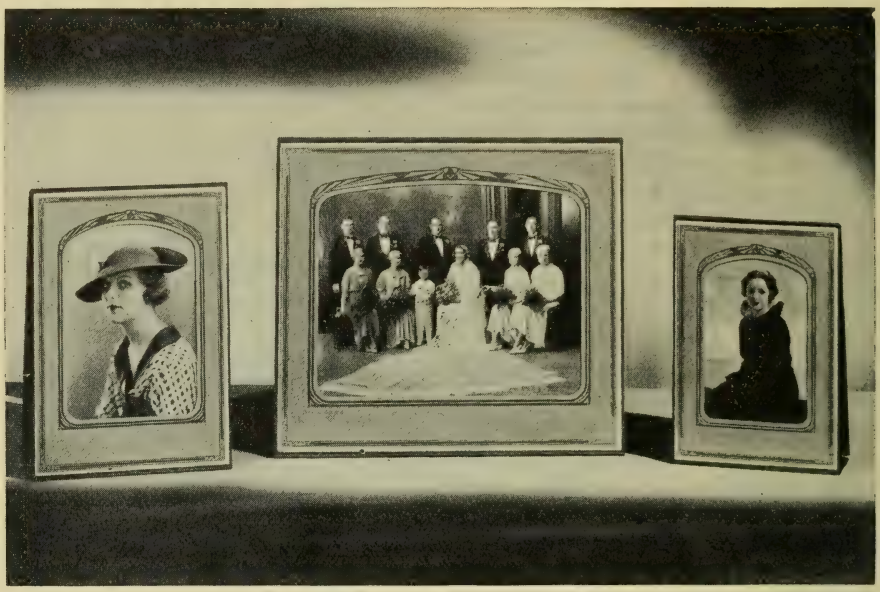
Scratched negatives are common, as they receive these scratches in filing. An old formula, which still has its place among the leaders, is—

Mix flour of emery with alcohol to the consistency of a thick paste. Rub this over the scratch with a piece of flannel. The scratch will usually disappear. Be sure you use flour of emery.

←⁂→

When plate sinking a sheet print, you will find that the embossing tool travels straighter and more easily over the back of the print if you rub your finger over the course which is to be followed by the tool.

A New Fall Inslip Easel . . .
That fits in with your Sales Plan



The NORVAL

Alert studio owners will take advantage of featuring the NORVAL as a leader to assist them in having a well-balanced sales plan—to enable them to have distinctive styles for their various priced work—Easel styles such as the NORVAL, NEW NATIONAL or COLUMBIA for medium prices—the ALBION, LA MODE or MEZZOTONE for better, and the LUSTRA and CRESCENDO for best work.

The NORVAL, illustrated above, is a handsome easel with an attention compelling design in one color. Stocks are dark grey Mosaic—won't easily soil—just what many customers prefer.

Available in all standard sizes, both upright and horizontal. Made in Greytone only.

Make use of this Sample Offer

Send 10 cents in postage for sample of the 4x6 size and we will include sample of the BERWICK, its companion in a folder style—a good combination for the sales counter.

SAMPLE OFFER F-10

Do not use the same mount year after year. The taste of the public is forever changing. Order new styles—*when you need*, in quantity *as you need*, from your stockhouse.

Taprell, Loomis & Company

(EASTMAN KODAK COMPANY) CHICAGO, ILLINOIS

Jerry's Corner



By Himself

I felt a cold coming on so I went to a doctor to see about it. He said I should take a hot bath when I retired, but I said try something else, doc—it may be 40 years before I can retire.

Did you hear about the considerate wife? She joined a nudist colony so her husband could get caught up on her dressmaker bills.

And the accommodating husband who put a pan of oil on the floor because the mice annoyed his wife when they squeaked.

I hear the barbers are telling their customers murder and ghost stories. They can cut the hair quicker when its straight up.

Little Miss Muffet decided to rough it.
In a cabin quite old and medieval
A rounder espied her and filled her with cider
And now she's the forest's prime evil.

The railroads are now selling round trip tickets to all points east with a 5-day hangover.

Did I ever tell you that when I was a little boy I made whaling trips with my dad. Sure, lots of times—out to the woodshed.

You heard about the man who won a trombone in a raffle and the neighbors wouldnt let him practice at home? He joined the Salvation Army.

There's a man in Australia who has the depression licked. He crossed a racoon with a kangaroo and now hes raising fur coats with pockets.

If things get worse, the farmers will eat the forest preserves and the city folks can have the traffic jam.

The farmers daughter came to the big city for the first time. After she registered at the hotel she sent a wire to her sweetie—Have taken a lovely room with running water. And he wired back—Get rid of that Indian.

I was reading in a travel book about Persia and the way they do their work. It says you often see a woman and a donkey hitched up together.

In this country too?

What effect will NRA have on Santa Claus?

JERRY

From the Melting Pot to Your Bank Account

ALBO

Gets all the silver from your Hypo Solution. The ideal precipitant—clean, odorless, speedy, complete recovery. $3.00 for 5-lb. can. Full directions enclosed.

Prepared by Wildberg Bros. Smelting & Refining Co., 742 Market St., San Francisco, who will buy all the recovered silver at highest market price.

Distributed by
HIRSCH & KAYE

STERLING TANK OUTFITS

SAVE overhead and operating expense.
That spells PROFITS FOR YOU.
Amateur Finishing Outfits, for Roll Film and Circuit Work.

Large Daily Output Low Cost. Low Upkeep.
Made of finest PORCELAIN Triple-coated Enamel.

STERLING PHOTO MFG. CO.
BEAVER FALLS, PA.

Ask your Dealer for prompt shipment or write us.



5 SIZES
10, 12, 17, 19, 24 gallons

Water-Jacket and 2 Tanks with circulating water for temperature regulation.

COMPLETE
COMPACT
DURABLE
EFFICIENT.

The best by test.

The WILLO PRINTER

An Ideal 5x7 Printer At a Popular Price

IN 2 SIZES

Fitted with sliding adjustable masks and four sockets, accommodating 25 watt bulbs. In addition it has a socket for a Ruby Lamp. It is made of the best maplewood, with a provision for diffusing.

5x7	8x10
$16.50	$29.50

Prompt Shipment. *Terms If Desired.*

Jack Powell Etching Screen

IN THE FOCUS for October, we announced the new Jack Powell Etching Screen, the use of which will enable you readily to produce photographs which resemble etchings. Every photographer has a number of negatives which are best printed in this manner, and we again invite you to request photographic reproduction to indicate the kind of print the Jack Powell Screen will produce.

Have you ordered your Jack Powell Screens? They are available as follows:

4 x 5	$4.50
5 x 7	5.00
8 x 10	6.00
11 x 14	7.50

←⁂→

To Increase the Transparency of Ground Glass

Should your ground glass be too opaque, you can overcome this condition by rubbing a little slow-drying oil on the frosted or ground side of the glass. You can also obtain a similar result if you will slightly fog a slow plate and develop to a light image and fixed as usual. With a little experiment you will be able to determine just what density you desire.

National Housing Act—Your Opportunity

MANY owners of homes and business property are taking advantage of the liberal financing terms offered by the National Housing Act. This act is recent legislation of the Federal Government, intended to make possible a modernization of homes and business property by a practical payment plan. Any bank will gladly give you a booklet, and information as to how you can take advantage of this plan to improve your home or business property.

Your real opportunity as a photographer will come from the action of non-photographic home and property owners, who will have their property improved. "Before and after" pictures will form an interesting record, and in conversation with your neighbors and business associates, you will readily learn of those who propose to make a change. Arrange to have photographs made of the buildings before they are improved, as well as pictures after the improvements have been completed. Even if you are unable to obtain a picture before the improvements are under way, a photographic record of the finished job will be desired by the property owner and frequently by others. This is worth your investigation and action.

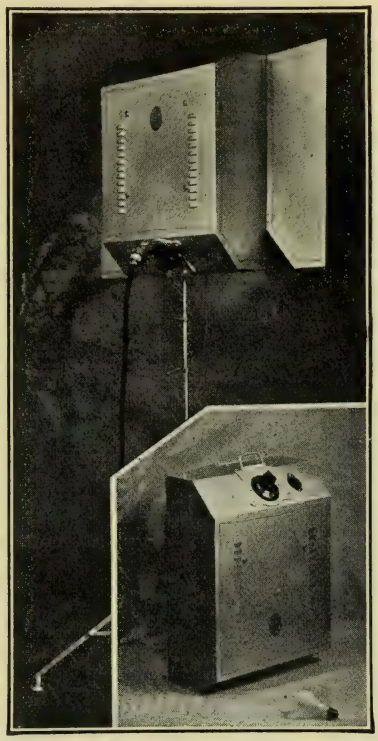
FOTOLITE No. 11

For No. 4 Photo Flood Lamp

This is a very substantial reflector and stand for use with the No. 4 Photo Flood Lamp.

Complete with Stand and Case, no Lamp	$18.00
Without Case	15.00
No. 4 Photo Flood Lamps extra, each	2.55





The New Portopan

Now Finer Than Ever

By doing *what you want it to do* easily and quickly, it frees more of your time and all of your attention to pose and expression.

MORE POWERFUL: Individual polished reflectors nearly double effective illumination.

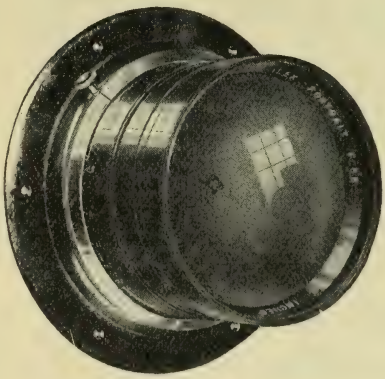
MORE VERSATILE: Use all photofloods, or temper with clear or blue mazdas to match the requirements of any film.

COSTS LESS TO OPERATE: Uses the small photoflood (now 17c), consumes only 1000 watts of current and needs only a 10-ampere fuse. The single switch operates all combinations of lamps at high, medium and low speeds.

Use the Portopan to produce softer, rounder lightings; to subdue and accentuate portions of the composition directly from the lamp; to extend more of the light into deep lines and wrinkles; to reduce retouching; to make more flattering — *hence more salable negatives.*

Price.....**$79.50**

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F:3.5 — Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9 Ilexpo Shutter	Price in 10x10 Ilexpo Shutter	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	$ 95.00	$115.00	$117.00	$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3		16 in.	130.00	150.00	152.00	

ILEX OPTICAL COMPANY ROCHESTER, NEW YORK

Sundries for the Amateur Photographer

MANY photographers are engaged in the distribution of sundries and accessories for the amateur photographer, and maintain this department in connection with their photo finishing service. These photographers are reminded that we offer many useful devices and accessories which can be purchased so as to offer them to the amateur photographers in their vicinity. In this group we would include among others the following:

Ace Corners
Art Corners
Albums
Finders
Funnels
Graduates
Measuring Glasses
Racks for Drying
Rollers for Prints
Scales
Stirring Rods
Stopples, Overflow
Thermometers
Tongs for Prints
Trays
Tripods
Washers

These items were selected at random from a detailed list such as we will be glad to send any interested photographer on request. Write for prices on such articles as you would like to distribute.

←❖→

Always be careful of the screw threads on a lens. There is great danger of "cross-threading" when starting to screw a lens element into position. The danger is minimized if one lightly turns the cell backwards until it clicks into position.

←❖→

Face cleansing tissues are excellent for rubbing down retouching dope. No lint.

Kodak Employees Take Pictures

The 9th Annual Exhibit of prints made by employees of the Eastman Kodak Company was recently held and displayed the efforts of five hundred employees from twenty-one countries. The Eastman gold medal for first prize was awarded to Ralph J. Fallert of Chicago, while the Sulzer medal for the best portrait was awarded to John W. Zarley, also of Chicago.

←❖→

Be Sure Credit Line Is Used

Photographers are frequently requested to furnish a print for reproduction in newspapers, and this is especially true with pictures of celebrities or outstanding events. In a recent issue of the Stockton Daily Evening Record, we saw a number of pictures reproduced in the Society Section, and some of the prints were without credit line as to who made the portraits. We were glad to see that the Clarkson Studio and Hanson Studios had received credit for the excellent pictures which were reproduced.

←❖→

For nearly half a century the Hammer people have been making photographic plates. The fine quality of their products is maintained from year to year. Their films on safety and nitrate base introduced within the past year are obtainable in eight different grades—all dependable. Order them from HIRSCH & KAYE.

←❖→

Three things to be remembered when fixing plates or film:

(1) Let the negative remain in the bath as long again as it takes for the white emulsion to disappear.

(2) Rinse the fingers in clean water every time after contact with the hypo solution. (3) And mop up any of the latter that spills. Don't let it remain to dry and get into the air.

SOLD...

FOR 25 YEARS WITHOUT A COMPLAINT

BARS-TONE

GOLD & PLATINUM TONER

$1.00 PACKAGE MAKES A FULL GALLON

Made by the Originators and Sole Manufacturers of

ART CANVAS GENUINE CANVAS FOR ENLARGING

Barnum Photographic Products Co.
CINCINNATI, OHIO

Professional Service

GEORGE A. WEEDEN
Artist
Crayons - Water Colors - Oil Painting
Air Brush Work
Photos Copied for Reproductions
711 - 47TH AVE., SAN FRANCISCO
SKYLINE 2759

RETOUCHING
By expert of years
of experience
MAIL ORDERS SOLICITED
Prompt Service. Prices Reasonable
MATILDA S. RANSDELL
495 - 27th Avenue San Francisco
Telephone BAyview 4584

ELIZABETH CROWNOVER
322 ELLIS STREET
SAN FRANCISCO
Retouching and
Negative Work

A. K. DILDILIAN
Artist - Retoucher
339 NORIEGA ST. SAN FRANCISCO
OVERLAND 6820

Bargains for the Photographer

14″ Mounted Condensers in excellent condition. Suggested for use with the R.B. enlarging camera.
Bargain Price **$65.00**

REELS AND CANS

Made of aluminum, for 16 mm. film. New and well made.

Barre Reels—400 foot capacity.
40 cents
35 cents in lots of 12

Barre Humidor Cans, for safe storage of 400-foot reels of 16 mm. film.
40 cents
35 cents in lots of 12

OPEN END ENVELOPES

Made of good weight manila stock. Special prices to close out stock.

350 - 4½x13, per hundred..... **$1.00**
850 - 9½x12½, per hundred.... **1.30**
2,000 - 7 x10¼, per hundred.... **.50**

Surestick Paste. Somewhat dried in the jar, but can readily be reconditioned with water.
½ pint jars..... 20 cents

Ansco Memo Enlarger
Bargain Price **$25.00**

COMBINATION TRIPODS
Number 3½

Length closed ..... 22½ inches
Length opened ..... 55 inches
These are new tripods
Bargain Price **$4.85**

Brunner Glossy Print Dryer, Table Model. As good as new, having been used only for floor demonstration. Complete with motor and ready to run.

Bargain Price **$185.00**

4-INCH REXO PRINT ROLLERS

A durable roller where a light weight roller will serve. Outside diameter of roller, 13/16 inches. You have often wanted a small light weight roller.

Bargain Price..... 20 cents each

ILEX SPECIAL LENS

In auto shutter. An excellent 6½-inch lens, F6-8 for Elwood Enlargers.

Bargain Price..... $15.00

CARBON TRANSFER PAPER

# 73	Autotype Single Transfer Paper	Toned, Extra Matt
# 74	Autotype Single Transfer Paper	Light Toned
# 79	Autotype Single Transfer Paper	Fine Thin, for small work
# 202	Autotype Single Transfer Paper	Rough Matt
# 90	Autotype Double Transfer Paper	Light Toned, thick smooth
# 86	Autotype Double Transfer Paper	Medium Thickness, white
# 77	Autotype Double Transfer Paper	Matt Toned Crayon
#1160	Autotype Double Transfer Paper	Light Smooth White
#2020	Autotype Double Transfer Paper	Thick Rough White

Bargain Price, any surface, $1.50 a roll

Bargain Lenses

		Speed	*Focus*	*Shutter*	*List*	*Bargain*
130B	Barre Portrait	F.5	6″	no	$21.00	$12.50
130C	Barre Portrait	F.5	7″	no	29.00	14.00
124K	Versar	F.6	6½″	Regno	35.00	17.50
82H	Tessar I C	F4.5	15-19/32″	no	274.00	150.00
84G	Radar Anastigmat	F.4	7¼″	no	64.50	48.00
1C	Radar Anastigmat	F4.5	7½″	no	64.50	48.50
58K	Cooke Portrait IIA	F3.5	10″	no	207.00	150.00
64B	Emil Wide Angle	F.12	4½″	no	45.00	19.00
92E	Darlot Portrait	F.5	11½″	no	48.00	29.00
90F	Dallmeyer Portrait 3A	F.4	16″	no	221.00	65.00
190I	Vitax	F3.8	16″	Studio	186.00	95.00
72E	Wollensak Portrait	F.5	15″	no	72.00	39.00
80A	Gundlach Portrait	F.4	14″	no	100.00	42.00
100D	Dall 3A	F.4	16″	no	221.00	79.00
136J	Heliar	F4.5	4¾″	Compound	66.00	21.00
138C	R. R. Cour	F.8	8″	Antex	20.00	9.00
138F	Kodak Anas	F4.5	12″	Compound	150.00	115.00
102G	B. L. W. A. Protar	F12.5	6¼″	no	38.50	16.00
102J	Goerz Celor	F.5	9½″	no	90.50	32.50
102I	Zeiss Protar	F.18	5¼″	no	42.50	27.00
138I	B. L. Ser VIII A	F6.3	11⅜″	Compound	114.40	67.50
106A	Ilex Paragon	F4.5	12″	no	130.00	89.00
106C	Velos Ser II	F4.5	6″	no	42.00	24.00
106E	Photoplastic	F4.5	10½″	no	54.00	35.00
106G	Goerz-Hypar	F4.5	14″	no	174.00	90.00
106I	Dall-Telephoto	F5.4	14″	no	118.00	67.50
106I	Dall Telephoto	F5.6	14″	no	118.00	67.50
56F	Dall Portrait	F.4	13½″	no	161.00	95.00
108B	Tessar 1C	F4.5	6½″	no	42.90	21.50
108C	Cook Await	F4.5	8¼″	no	107.50	65.00
108E	Protar Ser V	F18	5 9/16″	no	34.10	11.00
142B	Velos Ser II	F4.5	14″	Studio	190.00	75.00

Bargains for the Photographer

No. 10 Circuit Outfit with Turner-Reich lens in Acme shutter A complete outfit for **$260.00**

12 inch Exhaust Fan, Emerson made, 8 blades, mounted in ring.

Bargain for **$12.50**

8x10 R.B. Enlarging Camera

Bargain Price **$13.50**

TISSUE ENCLOSURES

These are transparent tissue enclosures, without flap and designed like negative preservers. Size 7¼x10.

Bargain Price

30 cents a hundred
$1.25 for 500
$2.25 for 1000

STONEWARE TANKS

New tanks, offered for a limited time only, to prepare our stock for additional sizes.

	Inside Measurements			*Bargain Price*
	Length	*Width*	*Depth*	*Each*
1—14 gal.	8 in.	9½ in.	42 in.	$24.00
4—18 gal.	10½ in.	9½ in.	42 in.	27.50
5—24 gal.	14 in.	9½ in.	42 in.	33.00
4—29 gal.	17 in.	9½ in	42 in.	38.50

Terms if desired

MASTER GLOSSY PRINT DRYER

This is a most compact dryer, requiring but 9 square feet of floor space. Consists of a large drum 3 feet in diameter, which revolves at high speed in a horizontal direction. The bottom of the drum is a wire screen. The top is a series of openings with total capacity of 65 ferrotype plates, up to 18x24 inch size. The drum is rotated by electric motor, using natural circulation of air to dry the pictures.

Bargain Price **$40.00**
(Can be purchased on terms.)

REFLECTORS, Large Size

We offer a limited number of lighting reflectors, 5 inches deep and 16 inches diameter. The inside is finished in satin aluminum, the outside cream enamel. They are designed for 200 watt S-30 lamps, to be attached to ordinary socket. Also suitable for No. 75 flash bulbs.

Bargain price ..... **$4.50 each**

STEEL ENAMEL TRAYS

We have a limited number of second quality trays available at special price. With reasonable care these trays will render about normal service.

16x20 ..... **$3.25**

Ansco Enlarger

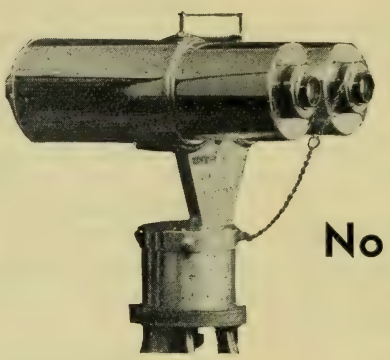
This camera is an 8x10 Ansco enlarger which consists of a track approximately 8 feet long, at one end of which is an efficient camera-like arrangement, including negative holder, bellows, and front board. At the end of the track is a paper holder with capacity up to 16x20. This paper holder is equipped with flexible spring clips to hold the paper in almost any size. Focusing is done by means of a wheel conveniently placed at the camera end of the track so as to bring the paper holder to that position which will provide an enlargement of the desired size. All operations are under the immediate control of the man behind the camera.

The outfit is mounted on coil springs to insure freedom from vibration, was originally designed and installed for laboratory use of the most precise nature. You can have this outfit for only $33.50, or 7 payments of only $5.00 each.

BIASCOPE!

NEW INVENTION

PATENT U. S. A. NO. 1958339—MAY 8, 1934



No Films
No Plates

No Dark Room

THE BIASCOPE

Size of each Scope—12 in. long, 3 in. wide
Complete height 9 inches, Weight 5½ lbs.

It's a flash, this new all-nickle gleaming photo-button machine that takes two pictures at a time, and develops them in one minute on the spot. We are proud to present the machine that is the greatest development in photo-button work since the actual invention of the camera. The machine is so simple that no experience is required. One simply points the camera, pulls the shutter string, and two perfect photo-buttons are simultaneously discharged and developed. During the one minute required for developing, two new pictures can be taken. Each cylinder of the camera is loaded in broad daylight with two hundred positives, and the pictures are taken direct on this positive, and developed in one solution. The Biascope is equipped with rectilinear double-faced cutting lenses, and will take perfect photos in natural soft daylight. Sunlight is not needed. At night, pictures can be taken with a thousand watt electric flood light. Special literature will teach the novice how to stop the crowds, and make big money taking these popular photo-buttons day and night, for the photo-button machine is a flash that attracts the crowds at parks, fairs, carnivals, and wherever a crowd gathers. Two pictures are taken at a time, and when one considers that these pictures may be taken as fast as the camera man can pose his new subjects, as a revolving developing tank takes care of each set of photo-buttons simultaneously as they are discharged; it is quite easy to understand how big profits can be made in this newest exclusive development in the photo-button field.

Price for complete Biascope All-Metal Camera, with developing tank	$36.50
Price for complete Single-scope Camera	20.00
Hardwood Folding Tripod (stand)	4.00
Positive Buttons, 100 per tube	1.00
Beautiful Brooch Frames and Back-pins for same, per hundred	1.25
Can of ready-mixed Developer of 16 fluid ounces	.30
Air-tight box with chemicals for making 24 ounces of fluid developer, simple instructions for mixing	.30

PRICES FOR ADDITIONAL SUPPLIES

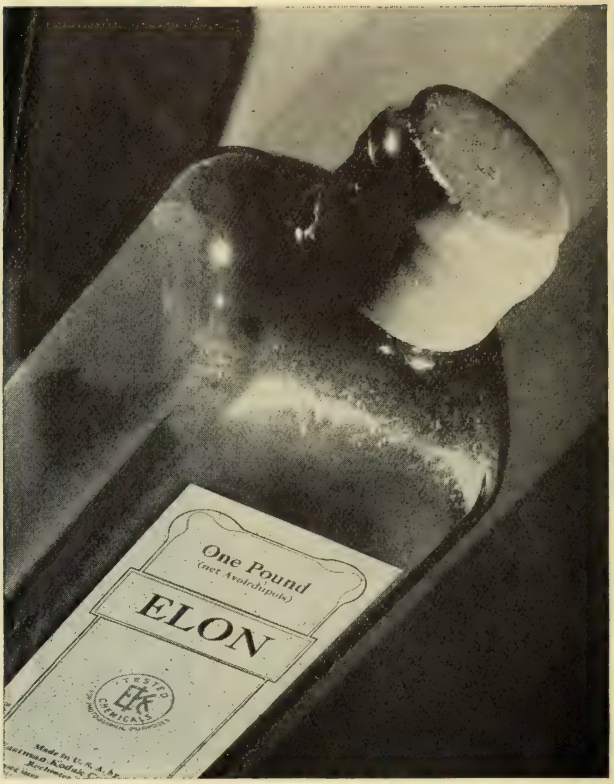
Positive Paper, one solution buttons (100 in loading tubes)	1.00
Brooch Frames, with pins for same, per 100	1.25
Developer, in 16 ounce cans	.30
Developer in powder form, sufficient for 24 ounce liquid, per box	.30



Exact Size of Photo Button

Be the First in Your Community with the Biascope and Cash in on the Photo Button Craze

HIRSCH & KAYE—*Distributors*



STANDARDS OF

STRENGTH AND PURITY

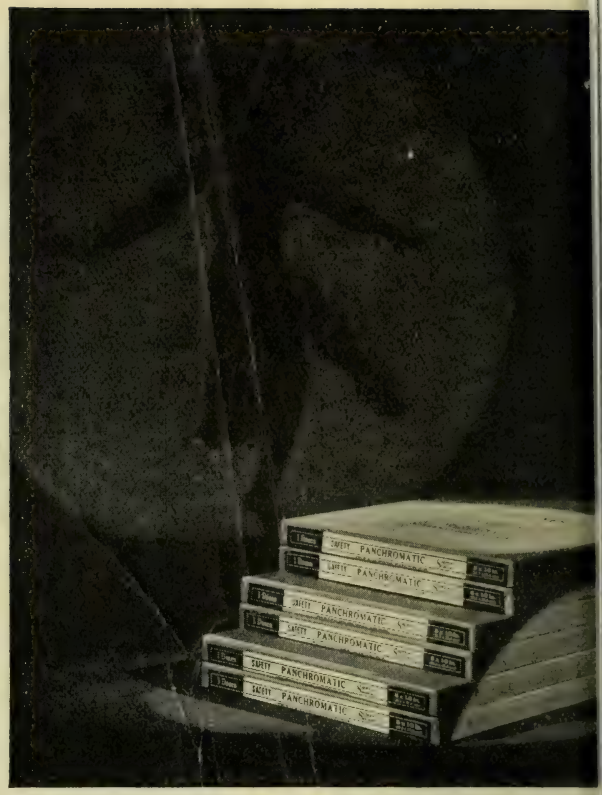
THE results you obtain from the use of fine sensitive materials depend largely upon the chemicals used in processing. Standards of strength and purity are essential to the chemical balance of processing solutions. That's why Eastman Tested Chemicals are made, tested, and recommended for your use. Eastman Kodak Company, Rochester, N. Y.

Specify

EASTMAN **TESTED CHEMICALS**

NRA CODE

Camera!
Lights!
Action!



CAST precedent to the winds and grasp the real advantages of speed. More light—faster exposures—and Eastman Super-sensitive or Portrait Panchromatic Film is the formula. With these fast, color-sensitive films and the shorter exposures they make possible, better posing, better expression, and greater satisfaction to the customer are assured.

Take advantage of these film qualities and your orders will be larger and more profitable. Eastman Kodak Company, Rochester, N. Y.

EASTMAN

NRA CODE

SUPER-SENSITIVE AND PORTRAIT PANCHROMATIC FILMS